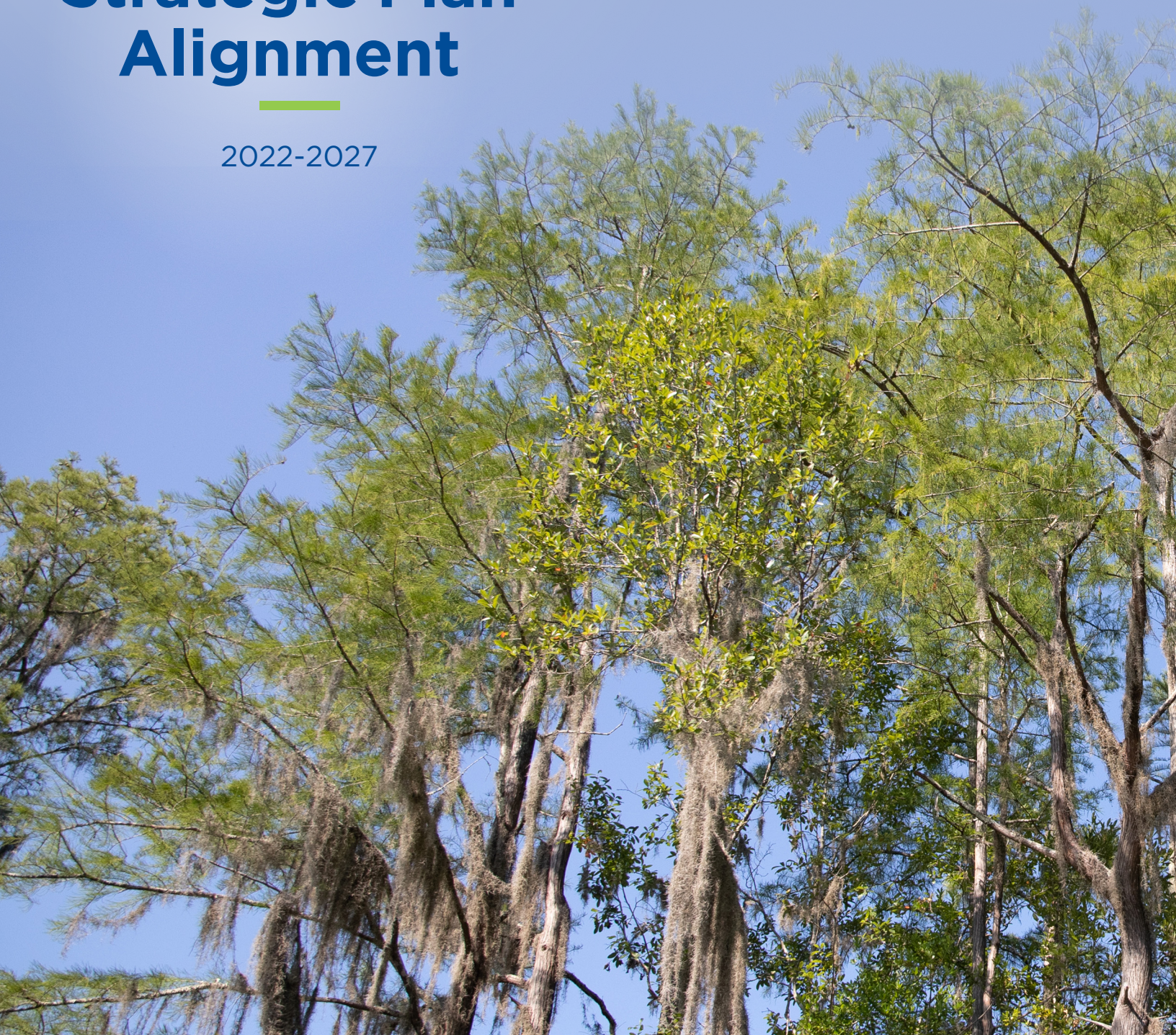




Division of University
Advancement
UNIVERSITY *of* WEST FLORIDA

Strategic Plan Alignment

2022-2027



Alignment with University Goals

The Division of University Advancement acts as the common thread that links donors, alumni, community members, friends, faculty and staff to the University of West Florida. By building lasting relationships between these groups, the overall visibility, engagement and commitment to the university is strengthened.



STRATEGIC DIRECTION 1: Student Centered and Focused

Goal 1.1 Provide high impact educational and co-curricular learning experiences that inspire, engage, and prepare students to become knowledgeable citizens and successful in their careers and lives.

- **Division of Advancement** promotes academic and community connectivity through varied resources and centers of learning.
- **Advancement Administrative Support** identifies and implements new skill-building tasks to front desk student staff responsibilities.
- **Alumni Relations** hosts high-impact signature events during Homecoming, graduation season and Founders Week to engage alumni at times of strategic importance. The team also supplements these events with an array of virtual and in-person events throughout the year.
- **WUWF** collaborates with academic units in identifying and employing students desiring professional experience in public media.

STRATEGIC DIRECTION 2: Employee Success

Goal 2.1 Recruit and retain capable employees who support UWF's mission, values, and strategic directions of service to the institution and the community.

- **Advancement Administrative Support** revitalizes the Division of University Advancement Employee Recognition Program, as needed.
- **UWF Historic Trust** ensures continuity of work by increasing full-time and part-time workforce members by hiring specific vital positions.

STRATEGIC DIRECTION 4: Community and Economic Engagement

Goal 4.1 Enhance the region’s educational opportunities, economic development, health, and environmental sustainability.

- **Division of Advancement** engages stakeholders by developing meaningful, mutually beneficial relationships.
- **Alumni Relations** achieves annual alumni participation goal.
- **Alumni Relations** sustains and creates revenue generating activities to support efforts of Alumni Relations team.
- **UWF Historic Trust** enhances, sustains and increases opportunities for educational programming.
- **WUWF** fully implements “digital-first” multi-platform action plan.
- **WUWF** meets or exceeds revenue goals through individual gifts, corporate support, special events, and the WUWF Legacy Endowment Campaign.

Goal 4.3 Ensure mutually beneficial, highly visible cultural, entertainment and recreational events.

- **WUWF** successfully executes RadioLive, GGAF Mainstage, Tidings of Comfort & Joy, Acoustic Interlude Sessions, WUWF Book Club, and other community engagement activities.



STRATEGIC DIRECTION 5: Infrastructure

Goal 5.1 Safe, effective, efficient use of physical plant.

- **Division of Advancement** grows and improves infrastructure (meeting rooms, hardware, work spaces, etc.).
- **Alumni Relations** sustains and creates revenue generating activities to support efforts of Alumni Relations team.
- **UWF Historic Trust** enhances, sustains and increases opportunities for educational programming.
- **WUWF** maintains a storm-ready infrastructure in fulfillment of its role as part of the Florida Public Radio Emergency Network.

Goal 5.2 Maintain up-to-date technology.

- **Advancement Administrative Support** continues to search for and provide up-to-date technology and equipment for conference/meeting rooms to support growing hybrid meeting culture.
- **Advancement Services** upgrades and supports the latest version of the constituent database.
- **UWF Foundation** utilizes EFT payment solutions for receipt of funds and payment of funds.
- **WUWF** secures funding from FLDOE and other sources to replace the Bldg 88 emergency backup power system and other infrastructure needs to ensure emergency preparedness.

Goal 5.3 Establish UWF as desirable destination for educational, cultural, recreational, and professional events for the community.

- **Division of Advancement** launches the public phase of the Here for Good campaign and achieves campaign goals.
- **Division of Advancement** shares successes of our University, departments, alumni and students.
- **Institutional Communications** develops and launches a new brand campaign.

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- **Institutional Communications** develops and launches a new brand campaign.
- **Institutional Communications** expands local, state-wide and national publicity reach.
- **Institutional Communications** increases follower counts across all institutional social media platforms by 5% over the next five years.
- **UWF Historic Trust** continues to implement the visitor experience service plan to attract new and diverse audiences, provide stellar member experiences, expand visitor opportunities for on-site interactions and improve visitor amenities and accommodations.



STRATEGIC DIRECTION 6:

Operational Success

Goal 6.1 Effective and timely business and operational services informed by best practices.

- **Division of Advancement, Development** improves the giving process by optimizing giving methods and donor communications.
- **Advancement Administrative Support** monitors and maintains UWF Foundation, Inc. website and document libraries.
- **Advancement Administrative Support** utilizes Google Docs, Forms, Sheets, Calendar as accessible working docs between departments, when applicable.
- **Advancement Services** supports Advancement teams in the capital campaign through prospect management, discovery, reporting and engagement.
- **Development** successfully completes the public phase of the Capital Campaign.
- **Development** increases mid-level giving.
- **UWF Foundation** optimizes reporting systems and processes.
- **UWF Foundation** manages investment advisor relationship and oversees investment pool.

Goal 6.2 Ensure student and employee safety and continuity of operations from natural disasters or catastrophic events.

- **WUWF** continues to serve as a primary source of emergency information for students, faculty, and staff.

Goal 6.3 Assure accountability of operations and outcomes to appropriate internal and external stakeholders.

- **Advancement Administrative Support** identifies and implements new skill-building tasks to front desk student staff responsibilities.
- **Advancement Services** continues to improve the quality of constituent data and database security by implementing best practices recommended by industry leaders.

Goal 6.3 Assure accountability of operations and outcomes to appropriate internal and external stakeholders.

- **Advancement Services** provides accurate data for KPI reporting, surveys and research.
- **Advancement Services** assists and facilitates improved data for donor relations and stewardship purposes.
- **Development** fulfills 100% of our established annual goals.
- **Development** increases board member engagement and stewardship.
- **UWF Foundation** earns clean audit opinions.
- **UWF Foundation** manages funds on behalf of the University and coordinate the use of those funds for scholarships, reimbursements and programmatic expenditures.
- **Institutional Communications** increases and strengthens brand compliance across campus through annual internal brand reviews.
- **UWF Historic Trust** increases funding by garnering donor, grant and governmental support and by building additional revenue streams.
- **WUWF** continues to maintain a clean record of annual external audits and eligibility for Corporation for Public Broadcasting and Florida Department of Education funding.



STRATEGIC DIRECTION 7: Culture of Inclusion and Civility

Goal 7.1 Maintain a welcoming, inclusive, equitable and respectful environment for employees, students, visitors and service partners.

- **Alumni Relations** expands reach to new and diverse alumni by increasing and formalizing city chapters and affinity networks.
- **Institutional Communications** bolsters website accessibility to meet Web Content Accessibility Guidelines 2.2 AA compliance.

