The College of Education & Professional Studies’ Strategic Plan for 2018-2022 expands both the University of West Florida and the Division of Academic Affairs strategic plans, which build upon the solid foundation of teaching, research, and service. The plan includes strategic directions to highlight priorities for transformation, growth, and excellence.

**Mission**
The mission of the College of Education & Professional Studies is to:
- Deliver high-quality, impactful educational programs that purposefully engage students to prepare for professional success;
- Promote reputable and effective teaching strategies meeting the needs of students and the global community;
- Produce and support significant scholarly and creative research;
- Commit to community partnerships and service through meaningful initiatives.

**Vision**
The vision of the College of Education & Professional Studies fosters a diverse, safe, and dynamic academic learning environment preparing students for with life skills to meet the challenges of a contemporary, global society. Faculty, staff, students, and alumni dedicate themselves to positively impact their respective communities.

**Values**
The values of the College of Education & Professional Studies—shared with stakeholders—are:
- **Affinity** – preserving enduring and caring relationships among students, faculty, alumni, community and professional partners.
- **Collaboration** – building cooperative internal and external interprofessional relationships to promote and achieve shared expectations and goals.
- **Creativity** – nurturing a culture of learning and scholarship through transformational opportunities driven by original and innovative approaches.
- **Entrepreneurship** – encouraging a culture that identifies opportunities to initiate change.
- **Inclusiveness** – appreciating, valuing, and encouraging diverse perspectives, ideas, and experiences.
- **Service** – devoting resources for the betterment of the college, university, and global community.
Strategic Plan
2018-2022

Strategic Direction 1: Learner Centered and Focused
1.1 Deliver high-quality, high-impact, and co-curricular integrative learning experiences.
1.2 Support faculty-student mentoring initiatives.
1.3 Provide professional academic advising and support services leading students toward timely degree completion.

Strategic Direction 2: Personnel Investment and Engagement
2.1 Attract and retain high quality, diverse faculty and staff.
2.2 Support faculty and staff through professional development and relevant training.
2.3 Recognize quality faculty and staff who exemplify the mission, vision, values, and directions of the institution.
2.4 Foster a culture of shared responsibility and governance.

Strategic Direction 3: Academic Programming, Scholarship, and Research
3.1 Enhance and develop academic programs.
3.2 Support a culture of assessment and continuous improvement.
3.3 Encourage research and scholarly activity impacting the community and/or discipline.
3.4 Optimize internal and external support to promote meaningful service activities.

Strategic Direction 4: Community and Economic Engagement
4.1 Broaden collaboration with University Development and Alumni Relations.
4.2 Enhance engagement initiatives to maximize our philanthropic impact on the global community.
4.3 Cultivate professional partnerships to develop networking opportunities for UWF students and graduates.

Strategic Direction 5: Infrastructure
5.1 Continue to invest in facilities, technology, and branding.
5.2 Promote communication channels between the dean, faculty, staff, and student.