University of West Florida
Academic Strategic Master Plan: 2012-2017

ACADEMIC MISSION

The academic mission of University of West Florida (UWF) faculty and staff is to prepare students for successful careers, to enhance their personal lives, and to foster professional development through baccalaureate, master’s, specialist, and doctoral programs that engage students in rigorous, personalized, high-impact learning experiences. UWF faculty and staff advance educational, cultural, and economic development through high-quality academic programs, research and creative scholarship, and innovative and relevant community partnerships and service.

ACADEMIC VISION

It is the academic vision of UWF that the University be widely recognized as the premier intellectual and cultural center of the region. UWF graduates will be known for their achievements as leaders, scholars, and civic contributors. Increasingly, UWF faculty and staff will be acknowledged for their achievements as teacher-scholars and leaders who offer distinctive, high-quality academic programs that prepare students for personal and professional success in a global society. UWF faculty and staff also will be acclaimed for producing and conveying new knowledge and serving the greater community through applied research and innovative partnerships.

UWF ENDURING VALUES

Faculty, staff, and students share common beliefs about the characteristics that set UWF apart and make it a great place to work and to learn.

CARING: Providing a safe and dynamic learning environment that encourages the development of individual potential.

INTEGRITY: Doing the right things for the right reasons.

QUALITY: Dedication to uncompromising excellence.

INNOVATION: Dedication to exploring and expanding the boundaries of knowledge.

TEAMWORK: Working together to achieve shared goals.

STEWARDSHIP: Managing and protecting our resources.

COURAGE: Daring to be different by design.

1 Adopted from University of West Florida Strategic Priorities and Measurable Achievements: 2008-2012.
UWF ENDURING VIRTUES

The faculty and staff of UWF have adopted standards of performance to maintain the special student-oriented, benevolent spirit of the campus. These operational characteristics include the following:

- Ambassadorship
- Communications
- Courtesy
- Flexibility
- Helpfulness
- Knowledge
- Ownership
- Professionalism
- Responsiveness
- Safety

ACADEMIC GOALS

TEACHING: To develop and promote teaching that optimizes learning and personal transformation.

RESEARCH: To build a vibrant culture of research.

COMMUNITY ENGAGEMENT: To engage in mutually beneficial collaborations that advance academic programs and outreach.

INNOVATION: To create a culture of academic innovation.

QUALITY: To support, sustain, and reward high-quality academics.

VISIBILITY: To improve internal and external communication of academic programs and achievements.

GROWTH: To promote reasonable and sustainable growth.

21st CENTURY SKILLS: To ensure current programs are 21st Century relevant.

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2 Adopted from *University of West Florida Strategic Priorities and Measurable Achievements: 2008-2012.*
ACADEMIC GOALS AND STRATEGIC PRIORITIES

TEACHING: To develop and promote teaching that optimizes learning and personal transformation.

- Design curricula to meet the challenges of a highly competitive workforce.
- Define and promote high-quality teaching in relation to service and research in the evolving mission of the University.
- Establish hiring and compensation practices that reflect the goals and priorities of a high-quality teaching focus.

RESEARCH: To build a vibrant culture of research.

- Increase student engagement in research, scholarship, and creative activities as high-impact learning experiences.
- Increase non-sponsored or internally funded faculty research, scholarship, and creative activities.
- Increase research and scholarly activities in collaboration with regional and national partners.

COMMUNITY ENGAGEMENT: To engage in mutually beneficial collaborations that advance academic programs and outreach.

- Engage and coordinate the local, regional, and global communities in partnerships that foster experiential learning to enhance the quality of the academic experience and UWF visibility.
- Recognize and incentivize faculty, staff, and student community engagement.

INNOVATION: To create a culture of academic innovation.

- Create an environment and implement initiatives that encourage and support innovation.
- Enhance University-wide continuous improvement informed by data.

QUALITY: To support, sustain, and reward high-quality academics.

- Recruit, retain, support, and develop the best teacher-scholars by investing in faculty.
- Support and develop traditional and innovative undergraduate and graduate programs, and invest strategically in programs that will establish The University of West Florida as preeminent, distinctive, and unique.

VISIBILITY: To improve internal and external communication of academic programs and achievements.

- Develop the “brand promise” and “distinctives,” which promote all that encompasses the academic mission of the University and thus “The” University of West Florida.
• Create and implement unified/streamlined internal and external mechanisms for self-promotion of academic programs, research, scholarship, creative activities, news, accomplishments, and the institution at the departmental, division, institutional, and public levels via Web, e-mail, publications, etc.

GROWTH: To promote reasonable and sustainable growth.

• Develop and implement a campus-wide retention plan.
• Develop and execute a University-wide coordinated and strategic enrollment growth plan.

21st CENTURY SKILLS: To ensure current programs are 21st Century relevant.

• Integrate and promote experiential learning opportunities and purposeful reflection of experiences in academic departments.
• Emphasize the theme of career development starting with general studies and continuing through the major and graduate studies.