



Mission

The academic mission of University of West Florida (UWF) is to develop informed, inspired, engaged, global professionals and citizens. Through programs that engage students in rigorous, personalized, valuable learning experiences, UWF advances educational, cultural, and economic development via high-impact academic programs, research and creative scholarship, and innovative, relevant community partnerships and service.

Vision

We aspire to be known as an epicenter of intellectual and cultural development of the region. Our graduates will be prepared for personal and professional success in a continually changing global society and known for their achievements and service.

Values

Integrity

UWF operates with fairness, respect, and integrity in all matters: Doing the right thing for the right reason.

Innovation

UWF expands learning as well as knowledge through creating and embracing opportunities for transformational change.

Caring

UWF is student-centered, crafting a safe, healthy, sustainable, dynamic learning and working environment that fosters individual potential.

Engaging

UWF promotes a culture of collaboration, cooperation, communication, commitment, and engagement to accomplish shared goals.

Equity

UWF is committed to providing accessible resources and opportunities for all individuals from different social, economic, and ethnic backgrounds.

Diversity

UWF is inclusive, appreciative, and respectful of the diversity among all people and their ideas.

Strategic Directions

Strategic Direction 1: Learner Centered and Focused

- 1.1** Provide learner centered, high-impact curricular and co-curricular experiences that foster student success and professional potential, while transforming students into inspired and engaged citizens.
- 1.2** Provide relevant programs that align curricula with student needs and workforce demands and facilitate timely progress to completion for all learners.
- 1.3** Maintain flexible learning options that support both face-to-face and virtual learning environments and foster engaged learning communities.
- 1.4** Communicate to both faculty and students about available student support resources.

Strategic Direction 2: Employee Success

- 2.1** Attract, retain, and develop diverse employees who value continuous improvement, and support our institution and region.
- 2.2** Foster flexible work environments that contribute to a sustainable balance for employee success while supporting student development.
- 2.3** Recognize, reward, and celebrate employees for their contributions to student development, scholarly or professional achievements, community partnerships, and the university.
- 2.4** Sustain and advance an environment that encourages and recognizes collaboration and innovation, while fostering appreciation.

Strategic Direction 3: Exceptional Academic Programming and Scholarship Aligned with State Needs

- 3.1** Invest in new and augment existing academic and research programs that meet professional, personal, scholastic, and workforce needs.

- 3.2** Foster opportunities for students to engage with faculty in curricular and co-curricular activities.

- 3.3** Engage in continuous program improvement using evaluation and assessment processes and practices informed by data.

Strategic Direction 4: Community and Economic Engagement

- 4.1** Enhance outreach and engagement in the community, maximizing the University's educational outcomes and visibility.
- 4.2** Provide flexible educational opportunities that prepare students for the evolving and changing marketplace, workforce, and broader needs of society.
- 4.3** Leverage university assets to support and enhance community culture.

Strategic Direction 5: Infrastructure

- 5.1** Optimize use of existing physical spaces and resources.
- 5.2** Acquire or develop, support, integrate, and secure technology that aligns with the academic mission.
- 5.3** Host regional or national events, conferences, scholar showcases, and cultural exhibits on campus that highlight UWF strengths and support community needs.

Strategic Direction 6: Operational Excellence

- 6.1** Utilize appropriate tools and resources to support processes of the unit.
- 6.2** Maintain current Continuity of Operation Plans and communicate with and between units about these.

Strategic Direction 7: Culture of Inclusion and Civility

- 7.1** Cultivate an inclusive environment that is welcoming, equitable, and respectful for all.
- 7.2** Foster opportunities for the exploration of diverse ideas in a mutually charitable climate.