Strategic Plan

Alignment

The Division for University Advancement

Fall 2017 - 2022
Alignment with University Goals

The Division for 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: Learner Centered and Focused

1.1 Provide high-quality learning and co-curricular experiences that inspire students to become enlightened and engaged global citizens and successful professionals.

University Advancement Alignment:

- **WUWF Public Media** provides international news, music, and local public affairs programing through broadcast and multiple digital platforms which promote enlightened and engaged thinking to the citizens in the surrounding areas and beyond. Through collaborative programs, UWF faculty are provided a platform to share their academic research with the general public.
- The **UWF Historic Trust Museums** enhance the cultural education of UWF students and the Pensacola community by providing first-hand interactions with visual art, history and historic preservation in the heart of downtown Pensacola.
- **University Advancement** creates the possibility for more high-quality learning experiences. When making a gift, donors invest in students and future leaders.

1.2 Align resources to deliver exceptional support services and learning opportunities that will ensure students have access, continuity and success while earning degrees.

University Advancement Alignment:

- **WUWF Public Media** provides UWF students opportunities for internships and part-time employment in the areas of production and outreach to improve professional knowledge and experience.
- **University Advancement** identifies donors who can provide resources to create a more robust and well-rounded learning experiences which serve a larger range of students.
- The **UWF Historic Trust Museums** prepares future professionals entering the museum and cultural resource management fields with an emphasis on historic preservation, public history, the visual arts and curatorial and collections practices. The organization provides internships and part-time employment opportunities to UWF student in these areas of study. Staff works with UWF faculty to provide students with unmatched opportunities for hands-on practical learning that complements traditional academic pedagogy.
Strategic Direction 2: Personnel Investment and Engagement

2.1 Attract, retain and develop high-quality diverse faculty and staff.

**University Advancement Alignment:**
- University Advancement is actively creating a retention plan to reward high-performing staff which will allow them to stay with UWF while achieving career growth.

2.2 Recognize, reward and celebrate faculty and staff for their contributions to student development, scholarly or professional achievements, community partnerships, and the University.

**University Advancement Alignment:**
- University Advancement recognizes divisional staff for excellence in their work through peer recognition awards and awards of distinction.
- University Advancement identifies national and regional recognition platforms and nominates our own staff for awards and recognitions
- University Advancement employees are encouraged to attend conferences and utilize professional development materials which can enhance their contribution to UWF’s workforce.

2.3 Embrace a culture of shared responsibility.

**University Advancement Alignment:**
- University Advancement offers faculty and staff giving programs which encourage employees to give back to their place of work. This program promotes shared responsibility for the success of the entire university through annual giving.
Strategic Direction 3: Academic Programming, Scholarship, and Research

3.1 Build programs of distinction that enhance UWF’s reputation for educational excellence.

**University Advancement Alignment:**
- University Advancement provides financial opportunities to students who may not usually have the opportunities to succeed in higher education.
- The UWF Historic Trust Museums collaborates with University Departments to provide experiential learning that enhances programmatic scholarship in the classroom.

3.2 Develop and retain a culture that supports research and creativity.

**University Advancement Alignment:**
- UWF Development garners support from research-focused donors and community groups to invest in the valuable research programs at UWF which have worldwide impacts.
- The UWF Historic Trust Museums fosters research and creativity through ongoing scholarly assessment of critical cultural and historical currents and dissemination of research through academic and civic engagement.

3.3 Augment and invest in academic and research programs that meet professional, personal, scholastic and workforce needs.

**University Advancement Alignment:**
- University Advancement works on engagement strategies that align with institutional and college priorities which provide facilities, scholarships, and educational opportunities.
- Student Ambassadors demonstrate distinction, leadership, and enthusiasm for UWF and act as official hosts of UWF.

3.4 Optimize internal and external support to promote teaching and learning activities, service, research, strategic innovation and other scholarly works.

**University Advancement Alignment:**
- University Advancement identifies and connects with alumni and community members with interests that align with university needs including research, innovation and programming.
- WUWF Public Media continues to apply research and best practices to maximize the efficiency and effectiveness of resource acquisition through contributions from individuals and businesses, special events, and earned revenue in assuring sustained growth of the organization
- The UWF Historic Trust Museums employs scholars and professionals who provide internal support for service learning, research, and strategic innovation.
Strategic Direction 4: Community and Economic Engagement

4.1 Strengthen and expand partnerships that amplify UWF’s impact and visibility in the community as an educational, cultural and economic center.

**University Advancement Alignment:**
- **University Advancement** partners with groups like Foo Foo Fest, the Escambia County School District and Historic Pensacola which promote educational and cultural experiences for community members.
- **UWF Historic Trust Museums** works with a number of local cultural organizations in interpretation and educational endeavors including the Pensacola African American Heritage Society, Autism Pensacola, the Pensacola Mess Hall Science Center, The Florida Public Archaeology Network, The UWF Sea3D Lab, FSU’s Center for Autism Related Disorders, ACE and Foo Foo Festival, the Pensacola Symphony, The Pensacola Ballet, the Pensacola Opera, The Great Gulf Coast Arts Festival, Fiesta of Five Flags, and many others.

4.2 Enhance the region’s education, economy, culture, health and well-being through endeavors beyond campus borders.

**University Advancement Alignment:**
- The **UWF Historic Trust Museums** is a learning community that collects, preserves, interprets and shares the history and visual culture of Northwest Florida and beyond. We endeavor to create a dialogue between university and community audiences by engendering experiences of joy, discovery, and creativity through diverse perspectives, and the transdisciplinary interactions and serve as a public and educational institution for the enrichment and benefit of the community.
- **WUWF Public Media** ascertains regional issues of importance, pursues strategic community partnerships and creates opportunities for engagement through program content and promotion.

4.3 Inspire partnerships that develop a pathway to employment for UWF students and graduates and imbue the community with value for UWF as a good neighbor.

**University Advancement Alignment:**
- **Alumni Relations** works to create events and networks which foster relationship building and university pride.
Strategic Direction 5: Infrastructure

5.1 Promote UWF’s properties as desirable destinations for educational, cultural, professional and personal activities.

University Advancement Alignment:
- The UWF Foundation, Inc. works to accept, manage, and administer all gifts and resources from external donors to grow and enhance UWF academic research, student support and opportunities.
- The UWF Historic Trust Museums drives cultural and heritage tourism in our area by telling the story of Pensacola. Our 9-acre downtown presence attracts over 170,000 visitors and 13,000 schoolchildren each year.

5.2 Invest in and steward UWF’s natural, technical, intellectual and physical infrastructure.

University Advancement Alignment:
- The UWF Historic Trust Museums utilize, promote and preserve properties including Museum Plaza, the T.T. Wentworth, Jr. museum, Historic Pensacola Village, the Pensacola Children’s Museum, Voices of Pensacola Multicultural Center, the Arcadia Mill Archaeological Site and the UWF Pensacola Museum of Art.
- WUWF Public Media maintains critical infrastructure to assure continuity of operations in times of emergencies in its role as the primary source of emergency information for Northwest Florida.