
BECOMING UWG

STRATEGIC PLAN 2021–2026

Priority 1 - Relevance - UWG will continue to evolve to be more relevant to students' needs (both inside and outside the classroom), as well as adapting to a changing world and economy.

- 1. Relevance - Goal 1:** Update existing programs and develop new programs to engage students in 21st-century learning experiences based upon continuous market analysis.
- 2. Relevance - Goal 2:** Launch or advance each student's career before graduation by ensuring they work on at least one meaningful project (experiential learning) that takes a semester or more to complete.
- 3. Relevance - Goal 3:** Elevate ALL students' professional, cultural, and global competencies via cocurricular experiences.
- 4. Relevance - Goal 4:** Leverage the geography of UWG to be an economic and intellectual engine for companies, communities, and organizations through talent development and mutually beneficial partnerships.
- 5. Relevance - Goal 5:** Define pathways to post-graduation through an institutional commitment to elevating and advancing internships, experiential learning, intentional mentorship, and professional and community-based networking for all students.

Priority 2 - Competitiveness - UWG curates its operations around higher end-user expectations in order to emerge as the first choice for students, employees, employers, alumni, and supporters

- 1. Competitiveness - Goal 1:** Elevate institutional visibility and reputation by promoting the successes and contributions of students, faculty, staff, and alumni.
- 2. Competitiveness - Goal 2:** Be distinct — design distinctive, world-class experiences inside and outside the classroom for all who “Go West,” differentiating ourselves from our peers and aspirants.
- 3. Competitiveness - Goal 3:** Embed excellence in service — create remarkable experiences through proactive service excellence (everyone feels “expected”).
- 4. Competitiveness - Goal 4:** Recruit, hire, and continually develop a high-performing, diverse workforce.
- 5. Competitiveness - Goal 5:** Implement a holistic, institution-wide integrated wellness framework to enhance the lives and performance of students, employees, and external communities we serve.
- 6. Competitiveness - Goal 6:** Advance the front porch of the university by engineering the student athletic, artistic, and other externally facing (or audience-centered) experiences around a culture of excellence
- 7. Competitiveness - Goal 7:** Shape and deploy next-generation operating and service models emphasizing financial stability and wherewithal (creating margin in our resources to facilitate investment in the “next”).

Priority 3 - Placemaking - A public university is a unique institution in the United States that has the capacity to provide a holistic "sense of place." UWG will live up to that expectation all the time.

- 1. Placemaking - Goal 1:** Strengthen the sense of belonging and connectedness at UWG by intentionally nurturing relationships and bonds among students, faculty, staff, alumni, and communities.
- 2. Placemaking - Goal 2:** Intentionally cultivate a safe and inviting environment that seamlessly integrates diversity, equity, and inclusion in all institutional actions.
- 3. Placemaking - Goal 3:** Continuously elevate physical & digital spaces, presentation, and service to cultivate a clear, distinctive UWG identity and experience on campus and throughout the region.
- 4. Placemaking - Goal 4:** Cultivate traditions and experiences that people are eager to engage with and that enliven a sense of pride in being a part of the University of West Georgia.