

BECOMING UWG STRATEGIC PLAN 2021–2026



Over the past five years, the University of West Georgia has advanced the vision set forth in the Becoming UWG strategic plan: to curate a first-choice university grounded in relevance, competitiveness, and a powerful sense of place. As the plan reaches its conclusion in 2026, we reflect on the meaningful progress it inspired and prepare to continue that momentum as we shape our next strategic direction.

RELEVANCE

STRATEGIC PRIORITY 1

Aligning academic programs and student experiences with workforce needs and 21st-century expectations.

EXPANDED MARKET-ALIGNED ACADEMICS

Launched new and expanded/modernized existing high-demand programs and formalized STEM growth by founding the Dr. James 'Earl' Perry College of Mathematics, Computing, and Sciences.

STRENGTHENED EXPERIENTIAL LEARNING

Scaled internships, ALETE training, study-away opportunities, and student-run media to help students launch careers before graduation and launched a 10-year QEP focused on experiential learning and career readiness.

BUILT SEAMLESS TALENT PATHWAYS

Enhanced transfer and workforce pipelines through strengthened partnerships with regional colleges and agencies.

COMPETITIVENESS

STRATEGIC PRIORITY 2

Delivering distinctive experiences, performance excellence, and holistic support that elevate UWG's value.

MODERNIZED LEARNING ENVIRONMENTS

Delivered major academic facility upgrades – including Humanities, Bonner Lecture Hall, Pafford Hall, and TLC improvements.

ELEVATED ATHLETICS AND VISIBILITY

Achieved NCAA Division I elevation, secured first-ever Division I wins, and maintained national excellence in cheerleading.

SECURED RECORD-SETTING PHILANTHROPIC GROWTH

Achieved the highest fundraising year in UWG history and expanded the endowment to support students and faculty.

PLACEMAKING

STRATEGIC PRIORITY 3

Creating belonging, identity, and a vibrant sense of place on campus and across the region.

ENRICHED CAMPUS BELONGING

Expanded 24/7 study and engagement spaces, revitalized traditions, and deepened on-campus connection.

BUILT A MORE VIBRANT UNIVERSITY TOWN

Advanced the Maple Street Corridor, engaged with the newly developed Birches on Maple, expanded public art and brand installations, and hosted major community events.

ELEVATED UWG'S STORY AND SOCIAL-MOBILITY IMPACT

Launched award-winning visibility campaigns and sustained top-tier rankings for transforming student outcomes.

CLOSING ONE CHAPTER, OPENING THE NEXT

With Becoming UWG complete, we'll carry forward the momentum – doubling down on student success, expanding research and innovation, elevating Division I athletics, advancing community and economic development, and championing the arts – as we write UWG's next strategic plan together.