More than 1,300 members of the UWG community – students, faculty, staff, alumni, community leaders, boards, and other external stakeholders – took an active role in the university’s strategic planning for the future.

**STRATEGIC PRIORITY 1**
Relevance

**STRATEGIC PRIORITY 2**
Competitiveness

**STRATEGIC PRIORITY 3**
Placemaking
Stakeholder input and analysis-produced themes

Steering team members identified a number of recurring themes during the Discovery Sessions. The following categories provide additional context, highlighting the diverse perspectives that emerged. The themes identified include:

- **IDENTITY**
- **BELONGINGNESS**
- **CONNECTEDNESS**
- **RACE/DIVERSITY**
- **ACADEMIC EXCELLENCE**

Market analysis-informed value proposition and demand

A study led by Gallup and Purdue University found that just 3 percent of all college graduates say they had all six of the experiences – “The Big Six” – that strongly relate to whether they felt their colleges prepared them well for life.

Together, and individually, the Gallup-Purdue Index finds these six experiences have a greater effect on long-term life outcomes such as employee engagement and well-being — even more than the type of school these graduates attended (for example, public or private).

The “Big Six”

**SUPPORT**

- I had at least one professor who made me excited about learning.
- My professors cared about me as a person.
- I had a mentor who encouraged me to pursue my goals and dreams.

**EXPERIENCE**

- I worked on a project that took a semester or more to complete.
- I had an internship or job that allowed me to apply what I was learning in the classroom.
- I was extremely active in extracurricular activities and organizations.
UWG will continue to evolve to be more relevant to students’ needs (both inside and outside the classroom), as well as adapt to a changing world and economy.

- Update existing programs and develop new programs based on continuous market analysis in order to engage students and provide them with 21st century learning experiences.
- Launch or advance each students’ career before graduation by ensuring they work on at least one meaningful project (experiential learning) that takes a semester or more to complete.
- Elevate ALL students’ professional, cultural, and global competencies via co-curricular experiences.
- Leverage the geography of UWG to be an economic and intellectual engine for companies, communities, and organizations through talent-development and mutually beneficial partnerships.
- 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.

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.

- Strengthen the sense of belonging and connectedness at UWG by intentionally nurturing relationships and bonds among students, faculty, staff, alumni, and communities.
- Intentionally cultivate a safe and inviting environment that seamlessly integrates equitable principles in all institutional actions.
- Continuously elevate physical and digital spaces, presentation, and service to cultivate a clear, distinctive UWG identity and experience on campus and throughout the region.
- 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.
What Does the Bullseye Represent?

**EXPERIMENT & EXPLORE**
- Interdisciplinarity
- Working to meet the needs and expectations of the future

**ESTABLISH A BEACH HEAD**
10-20 years of focused attention to become one of the top 20 public regional comprehensive universities in the United States

**DOUBLING DOWN**
What do we need to do to take UWG from good to great?
- Service excellence
- University experience
- 21st century education

**THE CORE**
What do we have to win all the time?
- Recruitment
- Retention
- Graduation

westga.edu/becominguwg