University Vision, Mission, and Values

Mission
Our Mission at UWF is to
• Provide high-quality undergraduate and graduate education,
• Conduct teaching and research that services the body of knowledge, and
• contribute to the needs of professions and society.

The President's Vision for UWF
A spirited community of learners, launching the next generation of big thinkers who will change the world.

Values
Our institutional values -- shared by students, faculty and staff -- make UWF a great place to learn and to work. UWF maintains policies and practices and pursues initiatives congruent with our values.

UWF Operates with Integrity in All Matters: Doing the Right Thing for the Right Reason

Caring: Maintaining a safe and dynamic learning and working environment that fosters the development of individual potential.

Collaboration: Promoting a culture of supportive and cooperative interactions and communication to advance and achieve shared expectations and goals.

Creativity: Providing opportunities to imagine, innovate, inspire and express different approaches and solutions to existing and anticipated needs and challenges.

Entrepreneurship: Encouraging a culture that identifies opportunities to initiate change.

Inclusiveness: Welcoming, respecting and celebrating the differences and the similarities among people and ideas.

Innovation: Exploring, expanding, and enhancing learning and knowledge through transforming experiences.

Strategic Directions

Strategic Direction 1: Learner Centered and Focused

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

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

Strategic Direction 2: Personnel Investment and Engagement

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

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

UWF Priority 2.3. Embrace a culture of shared responsibility.

Strategic Direction 3: Academic Programming, Scholarship, and Research

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

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

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

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

Strategic Direction 4: Community and Economic Engagement

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

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

UWF Priority 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.

Strategic Direction 5: Infrastructure

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

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