

BECOMING UWG

STRATEGIC PLAN 2021–2026
Positioning UWG for Success in
the 21st Century



180 DAYS
FROM START TO FINISH

 AUG. 5 Announcement Released by Dr. Kelly	 AUG. 8 First External Stakeholder Session	 AUG. 11 Becoming UWG Virtual Event
 SEPT. 14 Begin Internal Stakeholder Sessions	 OCT. 30 Final Internal Stakeholder Session	 NOV. 4 Feedback to Executive Administrative Council
 NOV. 9 & 12 Prioritization Meeting	 DEC. 16 Draft Strategic Plan Review	 FEB. 11 Strategic Plan Release

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.



1,300+
STAKEHOLDERS WHO PARTICIPATED



290
TOTAL DISCOVERY HOURS

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).

PRIORITIES — COMMITMENT STATEMENT

Dedicating ourselves to the curation of a first-choice university.

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.



STRATEGIC PRIORITY 1

Relevance

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.



STRATEGIC 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.

- Elevate institutional visibility and reputation by promoting the successes and contributions of students, faculty, staff, and alumni.
- Be distinct — design distinctive, world-class experiences inside and outside the classroom for all

who “Go West,” differentiating ourselves from our peers and aspirants.

- Embed excellence in service — create remarkable experiences through proactive service excellence (everyone feels “expected”).
- Recruit, hire, and continually develop a high-performing, diverse workforce.
- Implement a holistic, institution-wide integrated wellness framework to enhance the lives and performance of students, employees, and external communities we serve.
- 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.
- Shape and deploy next-generation operating and service models emphasizing financial stability and wherewithal; focus on creating margin in our resources to facilitate investment in the “next.”



STRATEGIC 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.

- 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

