Building on a Strategic Priority
An Example

**Strategic Priority:**
Deepen Community Engagement

<table>
<thead>
<tr>
<th>WIG #1</th>
<th>WIG #2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Create a campus front door that welcomes all communities</td>
<td>Double the number of students graduating with at least one internship</td>
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</tbody>
</table>

**Initiatives**
- Update web content relevant to under-represented populations and revise architecture to increase prominence
- Identify and publicize four entry points to facilitate stakeholder involvement in UW Tacoma
- Invite all Puget Sound alumni to host internships
- Add an internship requirement to six additional academic programs

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**Strategic Priority:**
The cross-campus areas of focus that are essential to realizing our vision. NWCCU refers to a Strategic Priority as a “Core Theme.”

**WIG**
Wildly Important Goal

A WIG identifies the most important one or two achievements that must be realized within each Strategic Priority over the next three to five years.

**Initiative**
Initiatives bring WIGs to life through action—evaluating, changing, and introducing new policies, programs and practices. Initiatives include activities and measurable indicators of success.

**ANNUAL ACTION PLAN**
The Annual Action Plan specifies what will be done each year, and by whom, to implement the initiatives.