

UW STRATEGIC PLANNING STEERING COMMITTEE

Always/Never Exercise

Committee members brainstormed answers to two questions at its December 14, 2015, meeting:

What will ALWAYS be true about UW Tacoma?

- Worth it
- Creative
- Building partnerships in Tacoma, South Sound and virtual too
- Public Institution
- Economic engine
- Urban-serving
- Transformational for students
- Responsive to URM needs
- Growing
- Evolving
- Developing
- Contributing to community and responsive to community
- Committed to access
- Inclusive
- Building the futures
- Always UW
- A place where staff/faculty invest their careers
- Supported by the community
- Expensive (investment and a good value)
- Connected
- Educators
- Stand for Social Justice
- Center for thought leadership
- Open
- Striving for improvement
- Informed
- Learner-centered
- Generates new knowledge/research scholarship
- Engaged
- Changing
- Innovative
- Committed to academic freedom
- Different from Seattle/unique
- Diverse
- Thought-leaders
- Striving for excellence
- Need alumni and community
- Open, in business...and anchor institution

What will NEVER be true about UW Tacoma?

- Turn our backs on research
- Give up on student access and success
- Happy/satisfied
- Exclusive
- Be inward facing
- Be homogenous
- Turn our backs on our history
- Will never be stuck in our history
- We will never say never
- Never forget that we are part of a larger community
- Be a toxic dumpsite again
- Never say no football team
- Never take always for granted
- Be the backup choice to the Seattle campus
- Not be a part of the UW system
- A private institution
- Build walls or gates to get in
- Turn our backs on the south sound community
- Deprioritize teaching

Themes identified by the Strategic Planning Committee:

Urban-serving – engaged, partnerships, access

Learner-centric

Importance of faculty and staff

Dynamic

Focus on diversity, inclusion and equity

Making South Sound better economically, socially

Anchored

Embrace our sense of place

Know our foundations

Solution-oriented, innovative

Social mobility

The value of connectedness