STRATEGIC PLANNING STEERING COMMITTEE
February 26, 2015
✓ Revisit Vision, Mission, Values
✓ Draft Priorities and WIGs
✓ Plan stakeholder consultation
SANDBOX INSTRUCTIONS

Timeline
Terminology
Decision making
Strategy Ultimately Serves a Vision

Strategies are the plans and actions for achieving these goals.
## Strategic Planning Glossary

<table>
<thead>
<tr>
<th>Term</th>
<th>Definition</th>
<th>Example</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Vision</strong></td>
<td>A short, vivid statement or image describing a better tomorrow shaped by UW Tacoma’s efforts.</td>
<td>Portland State University (PSU) leads the way to an equitable and sustainable future through academic excellence, urban engagement and expanding opportunity for all.</td>
</tr>
<tr>
<td><strong>Strategic Priority</strong></td>
<td>The cross-campus areas of focus that are essential to realizing our vision. NWCCU refers to a Strategic Priority as a “Core Theme.”</td>
<td>Put students first (PSU)</td>
</tr>
<tr>
<td><strong>WIG</strong></td>
<td>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.</td>
<td>Identify and remediate administrative policies and procedures that impede student success by improving support services, programs and access to courses they need to progress towards graduation. (PSU)</td>
</tr>
<tr>
<td><strong>Initiative</strong></td>
<td>Initiatives bring WIGs to life through action—evaluating, changing, and introducing new policies, programs and practices. Initiatives include activities and measurable indicators of success.</td>
<td>Work with students and administrators to create a comprehensive inventory of policies, procedures, and services; assess their level of contribution to student success; and prioritize improvements.</td>
</tr>
<tr>
<td><strong>Annual Action Plan</strong></td>
<td>The Annual Action Plan specifies what will be done each year, and by whom, to implement the initiatives.</td>
<td>The EVCAA will convene a student/administrator task force which will develop an inventory structure, protocol, and timeline.</td>
</tr>
</tbody>
</table>
HOW WE MAKE DECISIONS

CONSENSUS: A decision you can live with following full participation
"Thriving in partnership with our communities, the University of Washington Tacoma expands opportunity, fostering individual fulfillment and creating a more just and enlightened society."

80% or more agreement

16 total

Less than 80% agreement

9 total
What is your view of our updating the mission statement, using the "four circles" as a guide?

The four circles are
1. Fostering a hunger for knowledge and dedication to scholarship that unleashes potential and solves the tough problems of our time.
2. Expanding access to higher education and an environment where every student succeeds.
3. Leveraging the University's assets to spur growth and sustain the vitality of our region.
4. Working alongside individuals and organizations for the common good.

<table>
<thead>
<tr>
<th>Good idea</th>
<th>Good idea, but not a priority</th>
<th>Not necessary</th>
<th>Skipped</th>
</tr>
</thead>
<tbody>
<tr>
<td>10</td>
<td>4</td>
<td>3</td>
<td>8</td>
</tr>
</tbody>
</table>
Vision
The vision of UW Tacoma is to create a thriving and equitable society by expanding opportunity for individuals in partnership with its communities.

Mission
As an urban serving university, the University of Washington Tacoma educates diverse learners and transforms communities by:

• Expanding access to higher education and an environment where every student succeeds.
• Fostering a hunger for knowledge and dedication to scholarship that unleashes potential and solves the tough problems of our time.
• Working alongside individuals and organizations for the common good.
• Leveraging the university’s assets to spur growth and sustain the vitality of our region.

Values
ACCESS   Excellence   Community   Diversity   Innovation
The vision of UW Tacoma is to create a thriving and equitable society by expanding opportunity for individuals in partnership with its communities.
### Building on a Strategic Priority

**Strategic Priority:**
Deepen Community Engagement

<table>
<thead>
<tr>
<th>Strategic Priority</th>
<th>The cross-campus areas of focus that are essential to realizing our vision. NWCCU refers to a Strategic Priority as a “Core Theme.”</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIG</td>
<td>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.</td>
</tr>
<tr>
<td>Initiative</td>
<td>Initiatives bring WIGs to life through action—evaluating, changing, and introducing new policies, programs and practices. Initiatives include activities and measurable indicators of success.</td>
</tr>
<tr>
<td>ANNUAL ACTION PLAN</td>
<td>The Annual Action Plan specifies what will be done each year, and by whom, to implement the initiatives.</td>
</tr>
</tbody>
</table>

#### WIG #1
Create a campus front door that welcomes all communities

**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

#### WIG #2
Double the number of students graduating with at least one internship

**Initiatives**
- Invite all Puget Sound alumni to host internships
- Add an internship requirement to six additional academic programs
How will we consult with stakeholders?
Executive Council of Faculty Assembly (Faculty)
Staff Association (Staff)
ASUWT (Students)
Deans and Directors (Academic Leadership)
Advisory Board(s) (Community)
Johnny Appleseed Day

March 11