

UNIVERSITY *of* WASHINGTON | BOTHELL

UW BOTHELL STRATEGIC PLAN 2027-2031



UW Bothell's Strategic Plan 2027-2031 sets a strategic framework to guide the campus community over the next five years toward what we aspire to be. The plan builds on what makes UW Bothell distinctive today: the power of the UW at a human scale, meaningful relationships, hands-on learning and community engagement, interdisciplinary thinking, and a deep commitment to the region we serve.

These foundational strengths provide an opportunity to better connect learning, student experiences, career pathways and regional partnerships so they work together more intentionally and with greater impact. Ultimately, the guiding principle of this plan is to support the notion that *UW Bothell prepares people to develop broad expertise, navigate complexity and draw on diverse perspectives to shape meaningful careers and stronger communities for the common good.*

The plan is organized around four interconnected priorities that build progressively, with each amplifying the impact of those that follow. Together, they strengthen our campus community, deliver an exceptional learning experience to every UW Bothell student, prepare graduates to lead in a complex world and contribute to the vitality of the communities and region we serve.



Our model for strategic plan implementation will be designed in fall 2026. It will align resources, staffing, responsibilities, systems, both internal and external partnerships, and assessment measures with UW Bothell's Vision, Mission, Values and Strategic Priorities. The result will be a more coordinated, sustainable and high-impact model for work, learning and community engagement.

PRIORITY 1: CULTIVATING A THRIVING AND ENGAGED CAMPUS

A place where people do their best work and bring out the best in one another

Thriving organizations invest in the people, relationships and environments that make high-quality learning, innovation and meaningful work possible.

UW Bothell aspires to be a place where people choose to work and learn because they are empowered to do their best work and make a lasting impact in service of student success, academic excellence and the public good.

By investing in our people, relationships and systems, we will create the foundation for transformational learning, institutional excellence and meaningful impact in the communities we serve.

We will:

- Foster a welcoming and engaged campus community where students, faculty and staff experience belonging, connection and shared purpose.
- Align roles, expertise and systems so that people can contribute effectively, collaborate across the institution and focus on the work that matters most.
- Invest in employee growth and leadership to support professional development, innovation and long-term institutional success.
- Create a more connected and supportive student experience by strengthening coordination across programs, services and resources.

Expected outcomes:

Through these efforts, UW Bothell will cultivate a community where:

- Students, faculty and staff bring out the best in one another, building on the strength of our diverse student body, employees and region.
- Employees continually grow and develop their expertise.
- Systems enable rather than hinder our work.
- Workload is distributed equitably across the organization and creates the conditions for a healthy workplace.
- Every employee understands how their contribution advances student success, strengthens our region and supports the public good.

PRIORITY 2: ELEVATING EXCEPTIONAL LEARNING FOR ALL

The UW Bothell Difference: developing depth of expertise through connection, relevance and practice

Developing deep expertise requires more than completing courses. Students learn most effectively when they are supported by caring mentorship, guided by effective teaching, enriched by faculty who advance knowledge in their fields, challenged to grow and able to connect what they learn to meaningful questions, experiences and opportunities. At UW Bothell, learning is intentionally designed to help every student succeed while fostering the confidence, curiosity and capacity for lifelong learning needed to adapt and thrive.

UW Bothell provides an exceptional learning experience that helps every student develop expertise within academic disciplines, build the capacity for ambiguity and continuous growth, and apply what they learn in meaningful ways.

We will:

- Design learning experiences and programs that support the success of all learners and advance equitable outcomes, ensuring every student has the opportunity to thrive and develop their potential.
- Prepare students for emerging opportunities, technologies and evolving fields by building strong disciplinary foundations while fostering adaptability, curiosity and continuous growth.
- Connect learning to practice through mentorship, relationship-centered teaching and progressively more challenging hands-on experiences, giving students increasingly meaningful opportunities to apply knowledge, test ideas, solve problems and learn in authentic settings.

Expected outcomes:

- Students deepen their disciplinary knowledge, strengthen their skills and develop the habits of continuous learning needed to grow with their fields and apply what they know in varied and evolving contexts.
- Academic programs are aligned with regional opportunities and emerging fields.
- Graduates leave UW Bothell with both the expertise and adaptability to contribute, innovate and lead throughout their lives and careers.

PRIORITY 3: LEARNING FOR A COMPLEX WORLD

Integrating knowledge and perspective to develop innovative solutions

In addition to developing depth and expertise within academic disciplines — which provides an essential foundation for student success — navigating today's challenges also requires breadth of learning that comes from working across disciplines, cultures, sectors and perspectives, both in our region and beyond.

To prepare students for this complexity, UW Bothell creates learning experiences that bring together diverse perspectives, disciplines and lived experiences through research, inquiry and engagement with communities, organizations and partners beyond the classroom.

We will:

- Create opportunities for students to learn, dialogue and develop solutions across differences, engaging diverse perspectives, experiences and knowledge.
- Think across disciplines, integrating and evaluating knowledge and approaches from multiple fields.
- Connect learning with communities and real-world challenges through experiences both in and out of the classroom that draw on firsthand knowledge and apply ideas in meaningful contexts.

Expected outcomes:

- Students will learn to draw on multiple forms of knowledge, work across perspectives, determine appropriate use of technologies, and generate more creative, effective and informed approaches to complex issues.
- Students will emerge as innovators and leaders prepared to address pressing needs and opportunities in their communities, organizations and public life.
- The UW Bothell educational model is nationally recognized for preparing students to address complex challenges and community needs.

PRIORITY 4: ADVANCING REGIONAL VITALITY

Where a region comes together to learn, collaborate, solve problems and create opportunity

As a university deeply rooted in this region, UW Bothell will strengthen the economic, social and environmental vitality of our communities by connecting students, employers, educators, neighbors, researchers, alumni and partners in ways that expand opportunity and create lasting impact.

As a center of learning and discovery and a welcoming destination for ideas, dialogue and collaboration, UW Bothell will serve as a trusted regional connector and hub, where people come together to learn, exchange perspectives, identify priorities, create mutual value and develop solutions that advance the region we were founded to serve.

We will:

- Connect students to meaningful opportunities, linking our academic learning with classroom projects, student research, career pathways, community engagement, professional mentorship, research and lifelong success.
- Build and strengthen the University's partnerships with employers, alumni, educators, community organizations and others to advance shared goals and create mutual value.
- Convene people and organizations to exchange knowledge, address complex challenges and create solutions that strengthen our communities and region.

Expected outcomes:

- Working across our partnership network, UW Bothell faculty, staff, students and partners will combine diverse perspectives, expertise and applied research to address complex challenges and create new opportunities for the region.
- UW Bothell will help students translate learning into action while contributing the talent, knowledge and collaboration needed for communities to thrive.