

Growth: Serve the citizens of Washington by providing increased access to a premier university education.

- Grow enrollment to 5,000 FTE in 12 years.
- Develop new undergraduate and graduate majors, programs and foundational studies in areas of high demand:
 - Science, Technology, Engineering and Math (STEM); and Health
 - Social Sciences
 - Visual, Literary and Performing Arts (VLPA)
 - Foreign Language and Culture
- Support growth in existing program areas: CSS, Business, Education, IAS, Nursing and CUSP.
- Understand and respond to projected demographic changes.
- Use technology and innovative delivery modes to overcome barriers to enrollment and extend UWB's reach.

Resourcefulness: Build institutional sustainability through sound, creative use of financial and human resources.

- Operate within the fiscal boundaries of a public university.
 - Demonstrate the value of UWB to the region.
 - Enhance the flexible use of resources.
- Plan to build flexible facilities to accommodate future academic programs and services.
- Address professional development and support to sustain human resources.
- Expand opportunities for additional funding sources, including:
 - Development, funded research and self-sustaining programs

Student-centered: Enhance student services to support academic success and enrich student life.

- Provide enhanced advising and career services for undergraduate and graduate students.
- Provide comprehensive academic support services, including Library, Writing Center, Quantitative Skills Center, Media Center and new programs.
- Address student-life issues, including:
 - Housing, social and recreational opportunities
 - Health, mental health and childcare services

Community: Deepen and broaden community engagement and research.

- Build the UWB community by fostering lifelong learning and alumni outreach.
- Broaden impact to encompass diverse regional, statewide and global communities.
 - Enhance research activities focused on local through global issues.
- Promote service- and community-based learning and research.
- Develop productive relationships with the employment community.
- Build our reputation by demonstrating our distinctiveness and telling our story.

Diversity: Enhance campus commitment to diversity and inclusiveness.

- Enhance recruitment and support for underrepresented faculty, staff and students.
- Incorporate multicultural content and diverse perspectives in learning and scholarship
- Support success for a student body of increasing diversity in ethnicity, race, gender, age, sexual orientation, social class and disability.
 - Create a multicultural program.
 - Create bridge and support programs.
 - Build P-12 and community college pipeline partnerships.
 - Maintain commitment to students of all ages and those with disabilities.

Innovation: Support signature strengths in interdisciplinary scholarship and innovative teaching.

- Support collaborative, interdisciplinary and cross-program initiatives.
- Engage faculty and students in inquiry-based approaches to learning.
- Develop regional partnerships that enhance teaching and research.
- Promote innovative teaching methods that foster student/faculty interactions.
- Employ innovative technology to enhance educational experiences.

Sustainability: Develop environmental and human sustainability as a signature initiative.

- Gain national distinction for leadership and scholarship in sustainability issues.
- Promote community partnerships in sustainability activities.
- Build on interdisciplinary studies and research about sustainability.
- Value the development of sustainable and healthy human communities.
- Promote a green campus culture, with the wetlands as a centerpiece.
- Become low-impact through materials and energy stewardship.