

The University of West Alabama STAKEHOLDERS/GOALS

Board – Develop and maintain a positive and cooperative relationship with the Board

Faculty – Recruit and maintain highly qualified faculty from diverse ethnic and geographic backgrounds

Staff – Attract and retain highly qualified and diverse staff

Graduates – Provide quality programs that are accessible to qualified students, particularly those who are employed and seek to enhance their professional credentials

Undergraduates – Raise student success rates through improved student counseling and enhanced quality of residential life and extracurricular experience

Potential Students – Work through high schools in target counties to communicate the quality and benefits of attending UWA

Alumni – Foster a closer connection between alumni and UWA

Competition – Identify and understand the competition and develop strategy to meet the threats

Government – Develop relationships that help UWA communicate the value of the institution to the region and the state

Community – Address the major educational, social, and economic issues of the region through distance learning, research, service, and partnerships with both the public and private sectors