

**THE UNIVERSITY OF WEST ALABAMA
STANDING GOALS**

- Goal 1:** **The University will address the major educational, social, cultural, and economic issues of the region and in doing so promote a positive self-image of the institution and the area.**
- Goal 2:** **The University will provide effective administrative services to support the mission.**
- Goal 3:** **The University will meet the needs of its various publics, both internal and external, through the comprehensive use of information technologies.**
- Goal 4:** **The University will improve its financial status by increasing its efforts at productivity and by seeking additional funding from public and private sources.**

Special Stakeholder Goals are available on the University of West Alabama Strategic Plan.