

## STRATEGIC GOALS & INITIATIVES

- 1. ENGAGE IN HIGH QUALITY INTERDISCIPLINARY RESEARCH TO UNDERSTAND THE FACILITATORS AND BARRIERS TO MENTAL AND PHYSICAL HEALTH AND WELL-BEING AND INFORM EVIDENCE-BASED STRATEGIES TO IMPROVE THE LIVES OF GIRLS AND WOMEN**
  - 1.1. Develop CWHW research priorities that are consistent with vision, mission and core values*
  - 1.2. Develop authentic connections with community partners to maximize the research and impact of our research*
  - 1.3. Develop a plan to incentivize faculty researchers to affiliate with the center*
  - 1.4. Increase the number of grant submissions and publications through CWHW*
- 2. DISSEMINATE RESEARCH-BASED INFORMATION ON WOMEN'S HEALTH AND WELLNESS TO RESEARCHERS / SCHOLARS, PRACTICING PROFESSIONALS, AND THE GENERAL PUBLIC**
  - 2.1. Host annual research-based conference on revolving topics central to the Center's vision, mission, core values and research priorities*
  - 2.2. Develop center speaker series*
  - 2.3. Provide Evidence-based Research and Education Resources for the general public via the CWHW Website*
  - 2.4. Grow impact and reach of Women in Sport and Physical Activity Journal*
- 3. BUILD CAPACITY, VISIBILITY AND ENGAGEMENT TO EXTEND THE CENTER'S IMPACT ON WOMEN'S HEALTH AND WELLNESS**
  - 3.1. Increase Personnel to Accelerate the Work of the Center*
  - 3.2. Develop advisory (sounding) board*
  - 3.3. Conduct systems analysis of all center activities to identify and address areas of inequity in our operation, reach and engagement*
  - 3.4. Increase faculty, student and community awareness and engagement in Center activities*
  - 3.5. Promote center activities on campus*
  - 3.6. Increase Center Visibility through Website Social Media Promotions*
- 4. OFFER RESEARCH, EDUCATION AND NETWORKING OPPORTUNITIES TO GROW THE NEXT GENERATION OF SCIENTISTS, EDUCATORS AND PRACTITIONERS IN WOMEN HEALTH AND WELLNESS**
  - 4.1. Provide graduate and undergraduate student education experiences in women's health and wellness*
  - 4.2. Build community among UNCG women scholars*
  - 4.3. Support women junior faculty*
- 5. PROMOTE HEALTHY ACTIVE LIFESTYLES IN GIRLS AND WOMEN ON OUR CAMPUS, IN OUR COMMUNITY AND GLOBALLY**
  - 5.1. Plan and Host Annual National Girls and Women in Sport Day*
  - 5.2. Plan additional healthy active living events for the campus and community*
  - 5.3. Be a resource for health and wellness education*