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