

UW Tower

IT Strategy

Communication

**Culture of Service**

Fiscal Responsibility

Business Continuity

Service Focused  
(Customer Driven, Customer Service)

Organizational Culture

Infrastructure Improvements

Service Level Agreements  
(Measuring Performance)

Organizational Cohesiveness

Customer Outreach and Understanding  
(Customer Engagements)

Standards and Best Practices  
(Project Management)

Partnerships and Collaboration

Recognition, Rewards, and Staff Retention  
(Having Fun)

Organizational Priorities

Education of C&C

Emerging Tech. Staff Skills  
(Soft/Hard)

Swim Lanes  
2008 Goal Setting  
Workshop #3