

Wyoming WWAMI STRATEGIC INITIATIVES

Pillar #1: Brand and Visibility

Goal Statement: Enhance the visibility & identity of WyoWWAMI to ensure the long-term stability & growth of the program

Sponsor(s): Todd Guth and Natalia Brown

2025 Objectives	Owner(s)
1. Strengthen Wyo WWAMI brand clarity & recognition to increase public awareness among prospective students, Wyoming legislators, UWyo campus, and the state, as a whole.	Front office April French Wy WWAMI Deans Students WWAMI Champions Alumni
2. Foster strategic partnerships and community engagement.	Wy WWAMI Deans April French Natalia Brown WWAMI Champions
3. Engage & inspire future Wyoming physicians through student recruitment and cultivating culture among current students.	Wy WWAMI Deans April French Block Leads Students Alumni
Success Measure: (How will we know if this led to real and meaningful outcomes?)	
Measurable Results	Completion Date
1. Increase % rate of return by WyoWWAMI alumni to practice (need to assess feasible goal #)	July 2025 and beyond
2. Strategically identify 1-3 person(s) to be key WyoWWAMI champions within each of these categories: UWyo Board of Trustees (Fall, Sullivan, Walters) UWyo upper admin (Provost, CFO, President) UWyo faculty Hospital Leadership Alumni WY house - WY senate WWAMI preceptors WWAMI advisory board UWFM residency programs	July 2026 and ongoing
1. Increase number of applicants by 50% by the entering class of 2030 to be back around 60 applicants per year	E 2030 admissions

<p>Considerations/Assumptions/ Constraints/Obstacles/Risks: Headwinds of higher ed (coming admissions cliff) Lack of knowledge of WY workforce (partner with WHRN) Bandwidth Legislators perception regarding healthcare & awareness of WWAMI Lack of WWAMI awareness of full scope of potential partners</p>	<p>Challenging upper administrative and legislative politics</p>
<p>Key Milestones:</p>	<p>Date:</p>
<p>1. Establish WyoWWAMI Champions Network</p>	<p>Spring 2026</p>
<p>2. Unified brand and messaging launch</p>	<p>Spring 2026</p>
<p>3. Implement the recruitment plan that already exists</p>	<p>2025-2026 Admissions Season</p>