The University of Puerto Rico in Aguadilla is an undergraduate institution that offers educational alternatives in arts, sciences, technologies, and business disciplines. It contributes to the improvement and development of society through creation, research, and community service activities.

The academic offering includes programs leading to associate degrees, baccalaureates, articulated transfers, professional certifications, trainings, and personal development in both traditional as well as non-traditional options.

The institution responds to the economic, social, and cultural needs of Puerto Rico, particularly those of the Northwestern region. Faculty, research, and community work activities are introduced into the new technological society, through programs, research, and services that encourage pursuit of solutions for both national and worldwide problems.
Vision
The University of Puerto Rico at Aguadilla will be an example of academic and organizational excellence, among similar institutions, focusing on our students’ learning and achievements and committed to the development of critical thinking, social responsibility, communication, and leadership skills that enable our graduates to be citizens who contribute to the creative and collective development of ideas, generate solutions to problems for the benefit of the country, especially in the Northwestern part of the island.

Institutional Values:
1. Achieve academic success of our students through new teaching and assessment strategies.
2. To develop leadership, communication, critical thinking, ethical behavior, social commitment, and environmental responsibility skills in our graduates.
3. Maintain an environment of respect, dialogue, exchange of ideas, and knowledge among the university community.
4. Maintain academic and institutional excellence of our university through assessment, planning, and the efficient use of financial resources.
5. Strengthen the utilization and access to new technologies, of both our students and our staff, recognizing a new generation accustomed to the constant changes in technology.
6. Strengthen the services and offerings we have available for non-traditional students, identifying the island population trends and the particular needs of these students.
7. Develop a culture of continuous assessment across all sectors of our institution.
8. Develop collaborative initiatives with various components of our society, thus maintaining a culture of an open and inclusive university.
1. Provide competitive academic programs that are supported by teaching-learning innovative strategies to promote the development of knowledge and respond to the needs and demands of students in the northwestern region of Puerto Rico. The academic offerings should be aligned with job market necessities.
2. Promote an organizational culture where all services are focused on success, development, and wellbeing of our students.
3. Strengthen the recruitment, evaluation, and professional development process to provide the UPR in Aguadilla with a diverse, competent, productive, committed and ethical staff.
4. Develop a culture of planning, accountability, and fiscal responsibility to promote efficiency, institutional renewal, and evidence based decision making.
5. Diversify the search for alternative sources of income with the purpose of strengthening academic offerings, undergraduate research, student services, and improving the physical facilities of the institution.
6. To provide a safe and pleasant physical environment that fosters a sense of belonging to all sectors of the university community.
7. Maintain an inclusive culture that values diversity of ideas, thoughts, that promotes dialogue, in order to approach the community, we serve.
8. Strengthen the services, academic alternatives and admission options available for non-traditional students, in order to respond to the diverse educational needs of this population.
9. Establish an organizational assessment culture, through the continuous learning assessment, academic offerings, student services, and administrative processes that promotes institutional efficiency.
10. Ensure the quality and excellence of the institution, the academic programs, and the student services through the compliance with the standards of the accrediting agencies.
11. Promote the integration and access to new technologies in all campus activities, by establishing an efficient model for acquisition and maintenance of the technological infrastructure.