

Texas A&M University-Commerce



Strategic Plan, 2011-2015

University Values

Ceaseless industry, fearless investigation, unfettered thought, and unselfish service to others through Integrity, Innovation, and Imagination.

University Vision

Texas A&M University-Commerce, as a part of the A&M family of universities, will become the university of choice for all those seeking a higher education in the Northeast Texas region and beyond. It will provide traditional and non-traditional learning opportunities through existing and new programs that set high expectations and goals for students, faculty, and staff. The university will provide a sense of community through a nurturing environment for all individuals in order to maximize learning, career and personal development. A&M-Commerce will become a place where students, faculty, staff, and community are engaged in the pursuit of excellence.

University Mission

Texas A&M University-Commerce provides a personal educational experience for a diverse community of life-long learners. Our purpose is to discover and disseminate knowledge for leadership and service in an interconnected and dynamic world. Our challenge is to nurture partnerships for the intellectual, cultural, social, and economic vitality of Texas and beyond.

SUMMARY OF IMPERATIVES – OUR GUIDING PRINCIPLES

- I. DIVERSITY
- II. SERVICE
- III. STUDENT SUCCESS
- IV. STEWARDSHIP
- V. GLOBALIZATION
- VI. RESEARCH
- VII. COMMUNICATION

IMPERATIVE I – DIVERSITY

Goal 1. *We will* foster a culture of inclusion which attracts to our university highly qualified students, faculty, and staff who represent the diversity of the region we serve, and who will engage with us in the pursuit of our university’s vision and mission.

Strategy 1.1: Our student body, both undergraduate and graduate, will reflect the ethnic diversity of the region served by A&M-Commerce.

Strategy 1.2: A&M-Commerce will be designated a Hispanic-Serving Institution by 2015.

Strategy 1.3: The University will enhance the diversity of our faculty and staff members by implementing more aggressive recruitment efforts to increase the number of ethnic/minority faculty and staff.

Strategy 1.4: A&M-Commerce will integrate training in civility, diversity, and democratic processes in orientation for students, faculty, and staff resulting in an increase in employees who are able to communicate with a significantly diverse student body.

IMPERATIVE II – SERVICE

Goal 1. *We will* promote excellence in service to members of all internal and external communities.

Strategy 1.1: Improve customer service to internal and external stakeholders as evidenced by customer service satisfaction surveys that will be conducted by each unit annually and the results used for continuous improvement.

Strategy 1.2: Make information easy to access and provide the right answer or advice the first time by improving web, telephone, and personal contact with all stakeholders.

Strategy 1.3: Limit response time to inquiries and requests for assistance to within 24 hours of the request.

Strategy 1.4: Provide service to the community, region, state, and the nation as evidenced by an annual assessment of the number of employees engaged in activities and the potential impact on the economy and society.

IMPERATIVE III – STUDENT SUCCESS

Goal 1. *We will* pursue and implement effective, research-based strategies that provide all students the resources, support, and high-quality instruction they need to achieve their goals of earning a college degree.

Strategy 1.1: Freshman fall-to-fall retention measures will improve five percentage points from 2011 to 2015.

Strategy 1.2: Graduation rates of first-time, full-time freshman students will improve five percentage points from 2011 to 2015.

Strategy 1.3: The number of undergraduate degrees awarded from critical shortage fields which have been identified by the Texas Higher Education Coordinating Board will improve five percentage points between 2011 and 2015.

Strategy 1.4: Effective and innovative teaching strategies and a focus on student-learning outcomes will result in an increase in placement rates, a reduction in time to degree, and an improvement in graduation rates.

IMPERATIVE IV – STEWARDSHIP

Goal 1. We will advance the university by demonstrating the quality of our programs and services to an ever-expanding community of supporters. We will leverage the value of public, private, and human resources through business practices that are founded in accountability and transparency and academic practices that are continuously improved through research, assessment, and innovation.

Strategy 1.1: Create a campus culture that advances shared governance and sustains and supports operational and service excellence as evidenced by annual stakeholder surveys.

Strategy 1.2: Identify a minimum of one percent of the annual budget for reallocation to fund innovation and new initiatives.

Strategy 1.3: Maintain status as among the most affordable institutions of higher education in Texas by exercising proper fiscal stewardship and control in managing funds in direct support of its mission.

Strategy 1.4: Increase non-grant funding from external sources by 10 percent per year.

IMPERATIVE V – GLOBALIZATION

Goal 1. We will cultivate an academic environment enlivened by global interconnections that traverse the boundaries of culture, politics, and place.

Strategy 1.1: Learning outcomes described in the Quality Enhancement Plan will guide the university's continuous improvement efforts.

Strategy 1.2: Two percent of the student body will have experienced a study abroad activity by 2015.

Strategy 1.3: A minimum of one strategic partnership with an internationally recognized global entity will be established each year that results in an innovative and revenue-producing program of study.

Strategy 1.4: A minimum of two productive teaching/research collaborations will be established each year.

IMPERATIVE VI – RESEARCH

Goal 1. We will strengthen the nexus between teaching and research in ways that speak to the university’s imperative to both create and disseminate knowledge.

Strategy 1.1: A&M-Commerce will expand knowledge in fields critical to our state, nation, and interconnected world as evidenced by an annual increase in the number of scholarly publications and grants.

Strategy 1.2: The number of grant requests for external funding will increase 10 percentage points between 2011 and 2015.

Strategy 1.3: A&M-Commerce will increase the amount of externally funded research by 10 percentage points between 2011 and 2015.

Strategy 1.4: A&M-Commerce will increase the number of post-doctoral researchers by 6 between 2011 and 2015.

IMPERATIVE VII – COMMUNICATION

Goal 1. We will develop a consistent, authentic, and reliable message that effectively conveys our commitment to extending opportunity, transforming lives, and shaping futures through education.

Strategy 1.1: Build brand recognition in the Dallas/Fort Worth Metroplex that results in an increase in student enrollment from that region and aligns with

specific strategic enrollment goals regarding targeted programs and student populations.

Strategy 1.2: Develop and implement marketing strategies that can be tracked to an increase in student enrollment and donations received.