I. Working Mission Statement

West Texas A&M University is a learning-centric, student-centered community dedicated to:

- educating tomorrow’s leaders through the curriculum, academic and co-curricular undergraduate and graduate programs,
- serving as the principal academic and cultural center of a multi-state region, and
- serving through education, research, and consultation as a catalyst for economic development and enhancement of the quality of life for the region.

The University is committed to the intellectual, professional, and social growth of students by providing an education grounded in the liberal arts with opportunities to develop:

- strong critical thinking and problem-solving skills,
- an understanding of cultural diversity,
- a commitment to ethical behavior,
- an appreciation for the fine arts and humanities, and
- a desire for life-long learning.

II. Vision Statement

WTAMU seeks to be a first choice institution – first choice for students, for faculty and staff, and for employers and graduate schools. When prospective students are thinking about pursuing a university education in a field in which WTAMU has a degree program, we want WT to be their first choice. When prospective faculty and/or staff members are thinking of a university in which to be employed, we want WT to be their first choice. When employers are looking for graduates to hire, we want WT to be their first choice. And when graduate schools come looking for graduate students, we want WT to be their first choice.

III. Core Values

West Texas A&M University holds the core values listed below as those principles that the University will not compromise, even to overcome obstacles or achieve short-term gain.

- academic and intellectual freedom
- pursuit of excellence in all endeavors
- creativity and innovation
- respect for the dignity of all individuals
- cooperation and communication
- community service and leadership
- exceed expectations of internal and external customers
- continuous improvement
- integrity
- diversity
IV. Priorities of WTAMU

The University's primary responsibility is educating tomorrow’s leaders through innovative, technology rich curriculum, academic and co-curricular undergraduate and graduate programs, with primary emphasis placed on undergraduate education.

- While traditional course delivery systems are the predominate means of offering classes and programs, WTAMU is committed to offering on-line programs and on-line courses.
- Given the large number of first generation and minority students, emphasis is placed on providing an educational experience in which there is personalized attention given to students.
- Recognizing a sizable proportion of WT students are commuter and/or non-traditional students, the University offers a wide range of student support services for part-time and non-traditional students in addition to being a residential campus.

The second highest priority of the University is high-quality scholarly research in the following priority order:

- applied research,
- research that enhances the effectiveness of teaching,
- basic research.

The third priority of WT is service with a commitment to assist in the economic, cultural and intellectual development of the region.

VI. Critical Success Factors and Key Performance Indicators

The following represent factors considered critical to the success of WTAMU:

- student learning and success,
- academic excellence,
- research, scholarship and creative work,
- fiscal responsibility, and
- catalyst for economic development in region.