

# STRATEGIC PLAN

2006 - 2011

## Goals and Objectives



### One Goal 1

**Develop and maintain the processes, programs and facilities necessary to provide our students with a superior, student-centered learning environment consistent with the University's mission and core values.**

- ★ Consistent with the core values of the University, develop nationally and regionally prominent academic programs and elevate the University to Tier 2 in the **U.S. News and World Report** rankings by 2011
- ★ Increase the opportunity for individual faculty attention to student learning by improving the student-faculty ratio
- ★ Strengthen scholarly information resources and associated services that foster scholarly activity and academic success
- ★ Develop new academic programs and/or offer academic programs in area communities to meet regional and state work force needs
- ★ Enrich the educational experience through engaging curricular and co-curricular learning opportunities
- ★ Improve the quality of the graduate programs offered by West Texas A&M University by summer 2011
- ★ Beginning in FY 2006-07, provide opportunities for study abroad and semester exchanges in other countries by developing each year at least two international student exchange agreements with universities having compatible academic programs
- ★ Establish by the beginning of 2010-11, three "Centers of Excellence" in select areas of particular strength and importance to the region
- ★ Implement a process to evaluate the awareness, effectiveness and satisfaction of student support and success programs

### Two Goal 2

**Recruit, retain and develop increasing numbers of students who will graduate from our programs, assume leadership roles in society, and meet the workforce needs of the region and state.**

- ★ Increase student count enrollment to 9,000 and FTE enrollment to 7,000 by fall 2011
- ★ Improve the first-year student retention rate and the six-year graduation rate by AY 2010-11
- ★ Improve student engagement in co-curricular and extra-curricular activities
- ★ Increase the four-year and six-year graduation rates by at least six percentage points each by 2011
- ★ Increase financial support for students
- ★ Increase the percentage of undergraduate students involved in research projects
- ★ Implement a process to evaluate the awareness, effectiveness and satisfaction of student support and success programs

### Three Goal 3

**Recruit, develop and support a faculty and staff that embody the core values of the University and support its mission goals.**

- ★ Maximize the effectiveness of all faculty and staff recruiting initiatives ensuring advertising and recruiting efforts are optimized
- ★ Increase professional development opportunities for faculty and staff
- ★ Raise the salary levels for faculty and staff to competitive levels for similar ranks and positions in the WTAMU peer institutions
- ★ Beginning in fall 2006, institute an intensive campaign to increase the ethnic diversity within the faculty and staff
- ★ Increase the percentage of full-time faculty having peer-reviewed scholarly and/or creative output each year
- ★ Increase externally-funded research expenditures from all sources to at least \$8 million per year by FY 2009-10

### Four Goal 4

**Create a safe, comfortable, effective learning and living environment for students.**

- ★ Develop high quality classrooms and laboratories and other learning spaces on campus
- ★ Proceed with the planning and construction of facilities
- ★ For long-term planning, develop an updated campus master plan by the end of FY 2008-09

### Five Goal 5

**Strengthen external relations and support of the University with its alumni, friends of the University, local and regional communities and legislative and governmental agencies.**

- ★ Review and improve communication and coordination among all constituents by establishing or revising advisory group composition and function by the end of FY 2006-07
- ★ Increase WTAMU's "presence" and impact in the region commencing spring 2007
- ★ Restructure the area of external University relations
- ★ Commencing FY 2006-07 expand significantly the activities of alumni relations
- ★ Revise the University website and develop the processes, funding and support mechanisms necessary to ensure that the content is consistently current, accurate, appealing, engaging and user-friendly

