I. Working Mission Statement

West Texas A&M University is a student-centered, learning community dedicated to:
• educating tomorrow’s leaders through academic and co-curricular undergraduate and graduate programs,
• serving as the principal academic and cultural center of a multi-state region, and
• serving as a catalyst for economic development through education, research, and consultation.
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 a prospective faculty or staff member is thinking of a university in which to be employed, we want WT to be their first choice. When an employer is looking for a graduate 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 to provide a student-centered, learning community dedicated to educating tomorrow’s leaders through innovative academic and co-curricular undergraduate and graduate programs, with primary emphasis placed on undergraduate education. 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.

Instructional responsibilities are given a weight of between 50 and 80 percent in annual faculty evaluations, depending upon specific faculty workloads. Recognizing that the existence of an effective student-centered learning environment entails extensive interaction of students with faculty outside of the classroom, advising/mentoring comprises between 10 and 20 percent of instructional responsibilities.

Scholarly research that provides practical applications of theory through applied research, enhance the effectiveness of teaching, and advance the bounds of knowledge, are valued and encouraged by the University. In terms of priorities, a goal is for the majority of our scholarly output to be applied scholarship, with the remainder being in rough balance between basic scholarship and instructional development. Regardless of type, the primary emphasis is on high quality intellectual contributions. Scholarly research/creative activities are given a weight of between 10 and 40 percent in annual faculty evaluations, depending upon specific faculty workloads.

As a service-oriented university, we have a commitment to assist in the economic development of the region. Service responsibilities are viewed as an integral part of the mission of the University and are given a weight of between 10 and 25 percent in annual faculty evaluations, depending upon specific faculty workloads.

Recognizing a sizable proportion of our 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. 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.

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.