Alma Mater

Over boundless reach of prairie,
Over rolling plains,
Over cliff and crag and canyon,
Alma Mater reigns!

To maroon and white, our colors,
We would faithful be --
Hearts as bold as western breezes,
Souls as pure and free!

Round thy image, Alma Mater,
Hallowed memories twine;
Bless the sacred ties of friendship
Pledged before thy shrine.

Alma Mater! Alma Mater!
We will faithful be;
Through the years that lie before us
We'll remember thee!
**Mission Statement**

West Texas A&M University, a member of The Texas A&M University System, is a student-centered, learning community dedicated to educating tomorrow’s leaders through innovative academic and co-curricular undergraduate and graduate programs. The University serves as the principal academic and cultural center of a multi-state region and is a significant catalyst for economic development by expanding the frontiers of knowledge through education, research and consultation. Its faculty and staff prepare students for leadership roles both in their chosen careers and as citizens of the nation and the world. West Texas A&M University is committed to providing a technology-rich education, constantly improving its academically challenging educational experience, and engaging students through effective teaching and practical experiences involving inquiry, discussion, research, creative activities, experiential learning and service. The University is committed to the intellectual, professional and social growth of students by providing an education grounded in the liberal arts and 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.

**Ideals**

**Core Values**

West Texas A&M University holds the following core values 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
**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 workforce 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.

**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.
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

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
Internal Focus Groups Summary

Objective

Compare and contrast the faculty/staff and alumni/supporters’ perceptions of WTAMU’s fund-raising priorities to support a successful second century.

Executive Summary

WTAMU faculty/staff and executive leadership participated in four 90-minute focus groups. Those sessions defined key terms and identified critical funding priorities at a time of decreasing state support. These internal perceptions will be tested in alumni. The comparison and contrast will assist WTAMU Institutional Advancement staff to plan a comprehensive fund-raising campaign to prepare the University for a successful second century of education and service.

WTAMU Strengths

The internal focus group cited six consistent strengths that make WTAMU unique:

- WTAMU faculty and staff provide high quality, personalized educational opportunities and maintain personal links with graduates.

- WTAMU is uniquely positioned to support the economic and cultural development of the Texas Panhandle.

- WTAMU provides tremendous value for the total cost of attending.

- The recent success of WTAMU athletics creates a positive perception among those with little or no contact with the University.

- The WTAMU campus provides an inviting and safe environment with the feel of a traditional college campus.

- The opening of the Amarillo Center significantly enhances the market for WTAMU to attract students at both the undergraduate and graduate levels.
Challenges

At a time when state funding continues to shrink, the internal focus groups identified three significant challenges:

- The current economic downturn will keep the State of Texas from providing necessary state funding to keep pace with both increased operating costs and student enrollment growth.
- The combination of the acceleration in numbers of faculty at retirement age, noncompetitive faculty salaries and the challenge of attracting outstanding new faculty.
- WTAMU has limited experience with formal fund raising other than scholarships.

Fund-raising Priorities

The faculty/staff and executives identified four critical fund-raising needs:

- Developing current and approved programs in engineering, education, nursing and agriculture emphasizes the need for endowments to underwrite:
  - Facility improvement programs
  - Faculty recruitment and relocation expenses
  - Industry Connections/Student Placement opportunities
- Endowing the maintenance, renovation and expansion of classroom and lab facilities:
  - “Old” Education building
  - Nursing
  - Engineering
- Offering scholarship support for:
  - Gifted students
  - First generation and low income students
  - Retention of continuing students
  - Graduate students
- Providing facilities for student housing and competitive and recreational sports:
  - Residence halls to provide traditional on-campus housing
  - Football stadium
  - Recreational Sports Complex
  - Scholarship athletes training center
  - Campus aesthetics – signage, art and landscaping
Focus Group
Warm-Up Questions

Instructions

Please read over the following questions to begin focusing on what West Texas A&M means to you and what improvements, strengths, weaknesses, etc. we can work on to make West Texas A&M University a better place for our students.

Thinking of being a Buff

1. Circle the one name that means the most to you?
   - West Texas State Teachers
   - West Texas State
   - West Texas A&M

2. Since graduating from WTAMU, how frequently do you return to campus?
   - Multiple times each year
   - Once a year
   - Special occasion
   - Never

3. What might motivate you to visit WTAMU more frequently?
   - Get together with friends
   - Special recognition
   - Greek events
   - Sports
   - Other:

4. If you do not visit, what keeps you away?
   - Family responsibilities
   - Job responsibilities
   - Distance
   - Cost
   - Time
   - Other:

Thinking of the WT Centennial

5. In the first century which building, program/college or person best represents WTAMU in your perception?

6. How important is it to you that WTAMU celebrates its Centennial?
   - Very important
   - Important
   - Somewhat important
   - Not important

7. How would you like to be a part of the Centennial?
   - Planning committee
   - Leadership role
   - Attending
   - Other:

March 31, 2009 marks the 100th anniversary of the legislative enactment of WTAMU.
Thinking of plans for WT's future

The faculty, staff and President O'Brien have a plan for the next century. What is your reaction to their Strategic Plan and Fundraising Priority List?

8. How achievable is the Strategic Plan outlined to you?
   - Very achievable
   - Achievable
   - Somewhat achievable
   - Not achievable

9. Name a department, program or college that is important to you?

10. Is there a WTAMU professor, coach or staff member who had a significant impact on you? If so, who?

11. From the Strategic Plan and Campus Priority List, is there one thing that you would support to ensure a successful second century?

A Centennial Campaign

WT is considering a fund-raising campaign to ensure that future students have access to scholarships and attractive facilities, competitive academic leadership and technology resources that ensure their success in a global economy.

12. Do you think that state institutions like WT should engage in fundraising?
   - Yes. Why?
   - No. Why?

13. Do you think the timing is right for a fund-raising campaign?
   - Yes. Why?
   - No. Why?

14. If a campaign takes place, who, in your estimation, should chair it?

15. Who should be the other primary campaign leaders?

16. How likely would you be to volunteer to help "reconnect lost alumni?"
   - Very likely
   - Likely
   - Somewhat likely
   - Not likely

17. How likely would you be to become active in a fund-raising campaign?
   - Very likely
   - Likely
   - Somewhat likely
   - Not likely

Name: ____________________________________________

Address: __________________________________________

________________________________________________________________________

Phone: ____________________________________________

Email: ____________________________________________