

The Pioneering Spirit: Pursuit of WT 125

University Strategic Plan

2020 - 2025

Goals | Strategies

Goal 1: Enhance the academic experience of all students.

- Strategy 1.1: Deepen current and develop new opportunities to support innovation and success in teaching excellence.
- Strategy 1.2: Maintain and create high-quality academic resources and services.
- Strategy 1.3: Increase high impact academic experiences such as experiential learning, internships, student research, study abroad, and leadership programs.
- Strategy 1.4: Reduce student expenses by accelerating campus efforts toward low cost, no cost, and open educational resources.
- Strategy 1.5: Attain the Carnegie Classification Doctoral/Professional University designation (conferring 20 or more doctoral degrees annually) by expanding the number of doctoral programs.

Goal 2: Become a Regional Research University.

- Strategy 2.1: Assess and enhance research resources, including faculty time (teaching loads), facilities, faculty lines, and scholarly research dissemination activities (including travel, access to repositories, and open access journals).
- Strategy 2.2: Deepen current and develop new regional research initiatives.
- Strategy 2.3: Increase external funding (sponsored research grants and endowments), which will increase measurable research expenditures.

Goal 3: Increase university enrollment through student recruitment and degree attainment.

- Strategy 3.1: Develop and manage a meaningful method to project enrollment growth over the next five years.
- Strategy 3.2: Develop and manage a comprehensive plan to align all university procedures, rules, and practices with increasing degree attainment rates.
- Strategy 3.3: Develop and manage a comprehensive enrollment plan (recruitment and retention) for all student populations.

Goal 4: Enhance the digital experience.

- Strategy 4.1: Build an integrated digital platform.
- Strategy 4.2: Create a connected campus to enable next-generation teaching, learning, research, communications, and collaboration.
- Strategy 4.3: Provide a single point of convergence (phone, email, chat, social media, etc.) to improve responsiveness, quality service, and resolution to student and constituent needs.

Goal 5: Enhance the campus experience.

- Strategy 5.1: Enrich student-centered campus support, services, and endeavors.
- Strategy 5.2: Adopt and embrace quality service standards for all campus departments.
- Strategy 5.3: Maintain a welcoming and aesthetically appealing campus.

Goal 6: Strengthen existing and create new strategic relationships.

- Strategy 6.1: Create and engage boards that include business, local government leaders, donors, alumni, and other stakeholder groups to advise University leaders on regional needs.
- Strategy 6.2: Bolster partnerships with The Texas A&M University System, universities, community colleges, and schools.
- Strategy 6.3: Create regionally focused industry-university partnerships and/or centers.

Goal 7: Meet the employment needs of the Texas Panhandle and beyond.

- Strategy 7.1: Develop additional programs that address regional job opportunities and trends.
- Strategy 7.2: Stimulate and promote innovation to provide insight for job growth and sustainability.