



A&M
COMMERCE

**EDUCATE.
DISCOVER.
ACHIEVE.**

2019–2024 STRATEGIC PLAN



University Community,

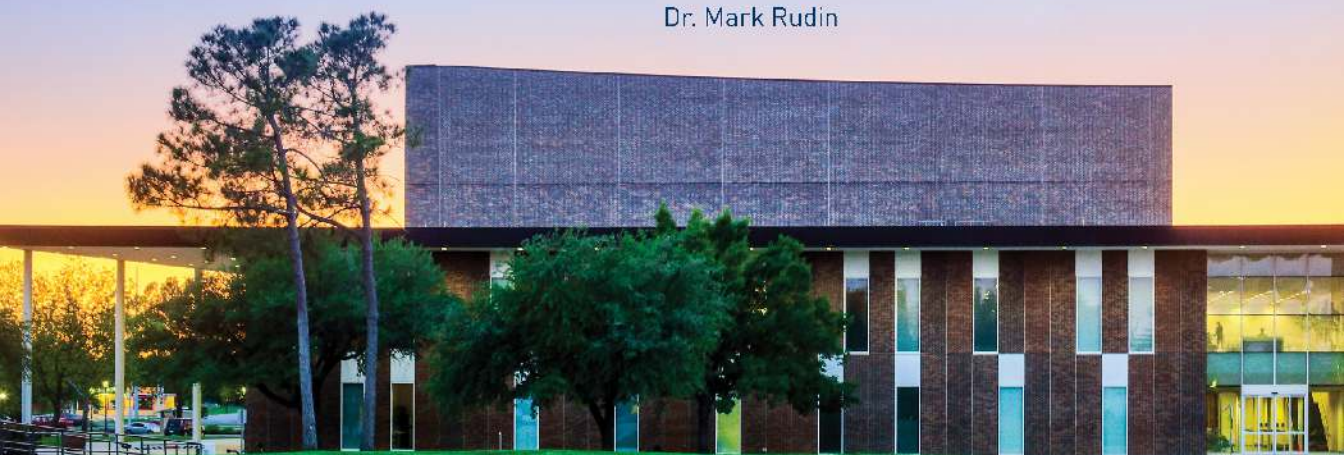
I am pleased to share the 2019–2024 Strategic Plan as part of our continuing effort to transform the lives of students through the ceaseless pursuit of excellence at A&M-Commerce. Created by the Lion community for the Lion community, this document outlines our university's foundational principles, strategic priorities and goals.

The Strategic Plan is meant to serve as a broad and dynamic structure, used by colleges, departments and other groups to produce corresponding plans that support the goals of the university. It will serve as a framework to guide our forward progress, ensuring that every decision we make is consistent with our principles and priorities.

As we reflect on what we have accomplished in the past 130 years at this institution, let's build on our past strengths and use the 2019–2024 Strategic Plan as a guide to our future.

Sincerely,

Dr. Mark Rudin



WE ARE COMMERCE.

WE ARE LIONS.

Our Vision

Texas A&M University-Commerce strives to:

TRANSFORM LIVES

by providing an excellent, relevant and personalized education to diverse learners

ADVANCE KNOWLEDGE

and pursue impactful research

SERVE AN INCLUSIVE COMMUNITY

where all are valued

FOSTER COLLABORATION

to solve contemporary problems

Our Mission

EDUCATE. DISCOVER. ACHIEVE.



Foundational Principles

As the anchoring university of East Texas, we maintain a commitment to be:

TRANSFORMATIVE

Providing academic excellence and opportunities to achieve distinction



INNOVATIVE

Establishing a campus environment with the freedom to explore, create and challenge tradition



INCLUSIVE

Ensuring a welcoming environment where all are respected



SUSTAINABLE

Maintaining the necessary people, financial resources, facilities and environment to serve future generations





This means you can

BECOME CAREER READY. A&M-Commerce is implementing programs to ensure that you participate in activities that are meaningful to your career path before graduation.

WORK WITH WORLD-CLASS PROFESSORS. Our faculty, dedicated to excellent teaching and research, include Fulbright scholars, renowned artists, and scientists who all contribute to the world's creative and scholarly knowledge.

FIND A SAFE, INCLUSIVE HOME ON CAMPUS. The Office of Intercultural Engagement and Leadership promotes a spirit of inclusion and appreciation for diversity.

LEARN AND GROW. Our 1,926-acre campus and 100+ academic programs allow you to expand your dreams and grow your future.

These principles endure even as our strategic priorities and goals evolve.



Strategic Priorities & Goals

STUDENT PREPAREDNESS

We will...

- Provide a transformative and experiential education that prepares students for a rapidly changing world
- Pursue academic excellence, new and enhanced programs, innovative pedagogies and an engaging environment for learning to increase student retention and success
- Collaborate with internal and external partners to increase student research opportunities and career readiness

ELEVATE RESEARCH

We will...

- Strengthen infrastructure for research and creative activity
- Gain distinction as a high research activity institution by identifying and advancing targeted research initiatives
- Encourage interdisciplinary and student-involved collaboration

CREATE AN INCLUSIVE COMMUNITY

characterized by respect and collaboration

- We will...**
- Enhance civility and collegiality of administrators, faculty, staff and students
 - Recruit, develop and retain diverse students, faculty, staff and administrators
 - Create occasions for meaningful interactions across the university, including opportunities that enhance global awareness
-

ALIGN OUR INITIATIVES

to support our unique rural-urban identity

- We will...**
- Serve as the hub for educational opportunities in East Texas
 - Leverage the assets of the university for the economic, cultural, health and social benefit of the region
 - Cultivate and strengthen partnerships that serve regional needs
-

TRANSFORM OUR OPERATIONS

to serve the mission of a contemporary university

- We will...**
- Invest in student recruitment, retention, graduation and continued engagement
 - Increase organizational effectiveness by developing sound business practices that are intentional, collaborative and data-informed
 - Diversify sources of funding and allocate resources strategically to promote innovation and effectiveness



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LIONSMEDIA

A MEMBER OF THE TEXAS A&M
UNIVERSITY SYSTEM