| Priority 1: Student Preparedness | • Provide a transformative and experimental education that prepares students for a rapidly changing world.  
| | • Pursue academic excellence, new and enhanced programs, innovative pedagogies and engaging environment for learning to increase student retention and success.  
| | • Collaborate with internal and external partner to increase student research opportunities and career readiness. |

| Priority 2: Elevate Research | • Strengthen infrastructure for research and creative activity.  
| | • Gain distinction as a high research activity institution by identifying and advancing targeted research initiative.  
| | • Encourage interdisciplinary and student -involved collaboration. |

| Priority 3: Create an Inclusive Community Characterized by Respect and Collaboration | • 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. |
Priority 4: Align our Initiatives to Support our Unique Rural-Urban Identity

CeCe Gassner

- 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.

Priority 5: Transform our Operations to Serve the Mission of a Contemporary University

Sarah Baker

- 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.
What are the strengths you believe we are facing today in the priority that you are assessing?

- **Priority 1: Student Preparedness**  Dr. Yvonne Villanueva-Russell
- **Priority 2: Elevate Research**  Dr. Brent Donham and Cece Gassner
- **Priority 3: Create an Inclusive Community Characterized by Respect and Collaboration**  Dr. Cephas Archie and Dr. La Velle Hendricks
- **Priority 4: Align our Initiatives to Support our Unique Rural-Urban Identity**  Cece Gassner
- **Priority 5: Transform Our Operations to Serve the Mission of a Contemporary University**  Sarah Baker
What are the challenges or issues you believe we are facing today in the priority that you are assessing?

- **Priority 1:** Student Preparedness  
  Dr. Yvonne Villanueva-Russell

- **Priority 2:** Elevate Research  
  Dr. Brent Donham and Cece Gassner

- **Priority 3:** Create an Inclusive Community Characterized by Respect and Collaboration  
  Dr. Cephas Archie and Dr. LaVelle Hendricks

- **Priority 4:** Align our Initiatives to Support our Unique Rural-Urban Identity  
  Cece Gassner

- **Priority 5:** Transform Our Operations to Serve the Mission of a Contemporary University  
  Sarah Baker
What are some critical priorities that you would like to focus on for this upcoming year?

- **Priority 1: Student Preparedness**    Dr. Yvonne Villanueva-Russell

- **Priority 2: Elevate Research**    Dr. Brent Donham and Cece Gassner

- **Priority 3: Create an Inclusive Community Characterized by Respect and Collaboration**    Dr. Cephas Archie and Dr. LaVelle Hendricks

- **Priority 4: Align our Initiatives to Support our Unique Rural-Urban Identity**    Cece Gassner

- **Priority 5: Transform Our Operations to Serve the Mission of a Contemporary University**    Sarah Baker
What are some opportunities that could be developed by working together at A&M-Commerce that would help mature our institutional planning?

- **Priority 1: Student Preparedness**    Dr. Yvonne Villanueva-Russell

- **Priority 2: Elevate Research**    Dr. Brent Donham and Cece Gassner

- **Priority 3: Create an Inclusive Community Characterized by Respect and Collaboration**    Dr. Cephas Archie and Dr. La Velle Hendricks

- **Priority 4: Align our Initiatives to Support our Unique Rural-Urban Identity**    Cece Gassner

- **Priority 5: Transform Our Operations to Serve the Mission of a Contemporary University**    Sarah Baker
How do you see the strategic plan continuing to impact the future here at A&M-Commerce?

- **Priority 1: Student Preparedness** Dr. Yvonne Villanueva-Russell

- **Priority 2: Elevate Research** Dr. Brent Donham and Cece Gassner

- **Priority 3: Create an Inclusive Community Characterized by Respect and Collaboration** Dr. Cephas Archie and Dr. LaVelle Hendricks

- **Priority 4: Align our Initiatives to Support our Unique Rural-Urban Identity** Cece Gassner

- **Priority 5: Transform Our Operations to Serve the Mission of a Contemporary University** Sarah Baker