| 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. |
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<tr>
<td>Dr. Yvonne Villanueva-Russell</td>
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| **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. |
| Dr. Brent Donham                |                                                                                                 |
| Cece Gassner                    |                                                                                                 |
| **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. |
| Dr. Cephas Archie               |                                                                                                 |
| Dr. LaVelle Hendricks           |                                                                                                 |
**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.

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**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. 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 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. 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
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