



# Strategic Plan Overview

February 2024

Dr. Kristina Ramirez Wilson  
Performance Excellence & Strategy



# CURRENT PLAN

- 5 Year (2022–2027)
- 8 Goals, 20 Objectives, 111 Potential Strategies
- Does not consistently include measurable targets
- Not operational

# REVISED PLAN

- **3 Year** (AY 2025, AY 2026, AY 2027; Fall 2024 through Summer 2027)
- To include:
  - **Priorities and Goals**
  - **Measurable Key Performance Indicators (KPIs)**
- Separate **Operational Plan** with Institutional Strategies
- Final draft of SP – **April 2024**
- Operational Plan – **August 2024**





## STRATEGIC PLAN

Priorities  
Goals

Key Performance Indicators


Static - Does not Change  
AY 25, AY 26, AY 27

## OPERATIONAL PLAN

Institutional Strategies With  
Owners & Timelines

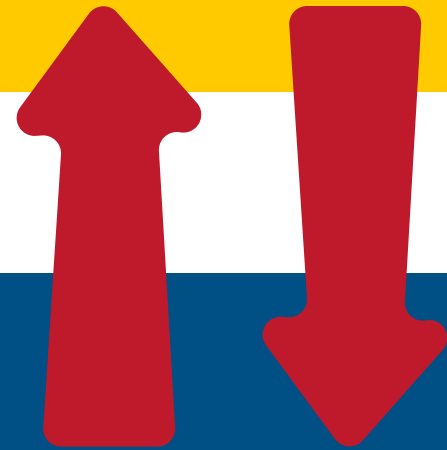
KPI Thresholds & Targets

Dynamic - Updated  
regularly  
Yearly or every long  
semester



# STRATEGIC PLAN

Priorities, Goals, KPIs



# OPERATIONAL PLAN

Institutional Strategies  
KPI Thresholds and Targets

**Alignment with:**

4DX

Caring Campus

Institutional Effectiveness Plans (IEPs)

# SOURCES UTILIZED IN DEVELOPING SP AND OP DRAFTS

- Current Strategic Plan
- NSSE and FSSE Survey Data
- Student Satisfaction Inventory and Institutional Priorities Survey Data
- QEP Survey Data
- Cultural Definition Taskforce
- 4DX Leadership Discussion
- Input from Executive Administration
- Input from Council for IEP membership



# TIMELINE



## January 2024

- Orientation & Feedback with SLT Leadership
- Orientation & Feedback with Council for IEP membership

## Early February 2024

- Meetings with Faculty Senate, Staff Council & Student Government Association

## Late February / Early March

- Open Forums and Survey
- Drafts disseminated

# TIMELINE



## Late March

- Edits incorporated

## April 2024

- Final Draft of SP completed; Submitted to TAMU System for review

## August 2024

- Final Draft of OP completed



# DRAFT PRIORITIES AND GOALS

## PRIORITY: ACCESS

### Goals:

- Recruitment and Onboarding
- Program Offerings
- Affordability



## PRIORITY: SUCCESS

### Goals:

- Retention
- Completion
- Post-Graduate Success







# DRAFT PRIORITIES AND GOALS

## PRIORITY: TEACHING AND LEARNING

### Goals:

- Teaching Development & Innovation
  - Student Learning
  - College Readiness
  - Learning Environments & Technology
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## PRIORITY: RESEARCH & INNOVATION

### Goals:

- Improve Research Performance Metrics
  - Research Administration
  - Research Culture
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# DRAFT PRIORITIES AND GOALS

## PRIORITY: OPERATIONAL EXCELLENCE

### Goals:

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- Employee Development, Compensation, and Well-Being
  - Facilities
  - Technology Infrastructure
  - Safety
  - Communication
  - Healthy Financial Standing



# CONTACT

## PERFORMANCE EXCELLENCE & STRATEGY

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*Visit the TAMUK's  
Strategic Plan Website*

