



2017

# Texas Tech University

**STRATEGIC PLANNING UPDATE**



# Strategic Vision

Texas Tech is committed to enhancing its status as a world-class institution known for signature learning experiences, impactful research that addresses state, national, and global challenges, and engagement that strengthens collaborative community partnerships and stimulates innovation and economic development.



# Strategic Priorities

## **Making It Possible (2010-2017)**

- 1) Increase Enrollment and Promote Student Success
- 2) Strengthen Academic Quality & Reputation
- 3) Expand and Enhance Research and Creative Scholarship
- 4) Further Outreach and Engagement
- 5) Increase and Maximize Resource

## **A Foundation for the Next Century (2017-2025)**

Guided by themes of engagement, innovation, and impact Texas Tech will:

- 1) Promote student success through inclusive access and transformative learning experiences.
- 2) Produce innovative research and creative activities that enrich society and enhances quality of life and economic development.
- 3) Transform lives and communities through strategic outreach and engaged scholarship.



# Enrollment

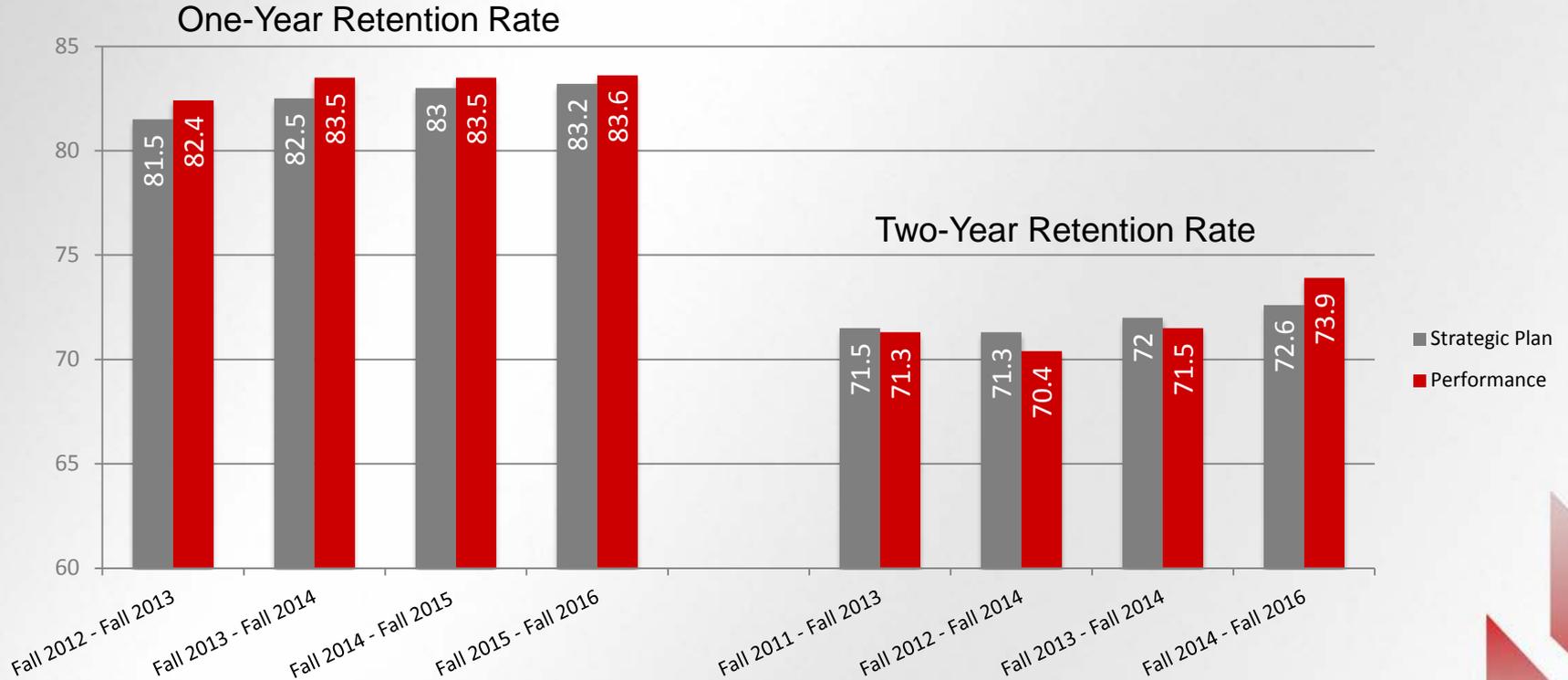
Year	Undergrad	Grad & Law	Fall Final
2012	26,494	5,986	32,480
2016	29,963	6,588	36,551
Change	13%	10%	12.5%

# WSCH

Year	Undergrad	Grad & Law	Fall Final
2012	1,214,767	898,854	2,113,621
2016	1,366,048	1,061,794	2,427,842
Change	12%	18%	15%



# Retention





# Fall 2017 –Snapshot

Enrollment	16 Fall	17 Fall	% Difference
Admitted	13,214	16,741	26.7
RRO Confirmed	5,755	6,960	11.8

SAT Average Scores	16 Fall	17 Fall	Difference
Admitted	1149	1195	46
Confirmed	1133	1177	44



# Presidential Scholarships

Level	2017	2016	2015
\$6,000/top 10%	715	376	344
\$5,000/top 10%	792	452	529
\$4,000/top 10%	506	254	346
\$4,000/top 25%	3257	2224	2136
<b>Total</b>	<b>5270</b>	<b>3306</b>	<b>3355</b>
<b>NMF</b>	<b>15</b>	<b>15</b>	<b>7</b>



# Degrees Awarded

Year	Undergraduate	Doctoral	Total
2012	4,941	253	7,015
2016	5,247	331	7,398
	6%	31%	5%



# Research Expenditures

Year	TRE (x 1000)	RRE (x 1000)	FRE (x 1000)
2016	\$166,494	\$55,523	\$32,404
2012	\$132,542	\$46,055	\$29,968
	25.6%	20.5%	8.2%



# Proposals and Awards

Year	Number of Proposals	Number of Awards	Award Amount
2016	1,042	485	\$73,266,848
2012	940	526	\$49,835,306
	10.9%	-8.5%	47%



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- 3) Transform lives and communities through strategic outreach and engaged scholarship.



# Priority 1: Promote student success through inclusive access and transformative learning experiences

## Goals

- ◆ Increase retention, graduation, and placement rates for undergraduate and graduate students.
- ◆ Provide transformative learning opportunities on a national and global scale.
- ◆ Offer programs that deliver signature educational experiences to enhance disciplinary, professional, and entrepreneurial skills leading to life-long learning.
- ◆ Enhance the financial, physical, and service resources that support the overall academic mission.



## Priority 1: Actions and Outcomes

- ◆ Plan for an annual growth of approximately 2%, attaining an ultimate enrollment of 42- 45K, while achieving a 20:1 student to faculty ratio.
  - ❖ With current planned projects, teaching, research, and office infrastructure sufficient until 2022/2023.
- ◆ Attain status as an Hispanic-Serving Institution.
- ◆ Grow enrollment at regional sites to at least 3,000 students through 2+2 agreements with community college partners.
- ◆ Increase scholarship endowment to \$500M.
  - ❖ Provide consistent and timely scholarship support from freshman to senior year.



## Priority 1: Actions and Outcomes

- ◆ Achieve a one-year retention rate of 90% and a six-year graduation rate of 70%.
  - ❖ Continue and expand academic success programs
  - ❖ Expand supplemental instruction, tutors, and advisors
  - ❖ Coordinate tuition/fee collection and retention efforts
- ◆ Provide incentive programs for “stop outs” to complete degrees.
- ◆ Explore novel and customized class scheduling.
- ◆ Investigate personalized learning through an interconnected web of faculty expertise, artificial intelligence, and integrated knowledge content.
- ◆ Emphasize an institutional culture of teaching excellence.
- ◆ Fund Teaching Excellence Endowed Professorships.



## Priority 1: Actions and Outcomes

- ◆ Promote signature educational experiences that foster personal engagement with faculty offering innovative mentoring and research opportunities, internships, global experiences, flexible scheduling, and accelerated graduation opportunities.
  - ❖ Foundational competencies
  - ❖ Global competencies
  - ❖ Communication competencies
  - ❖ Professional competencies
  - ❖ Program for Inquiry and Investigative Thinking (PI<sup>2</sup>)
  - ❖ Marsha Sharp Leadership Academy
  - ❖ Study abroad
  - ❖ Experiential learning
  - ❖ Immersive learning
  - ❖ Unique, short-term extracurricular lectures and workshops (free college)



## **Priority 2: Promote innovative research and creative activities that enrich society and promote quality of life and economic development**

- ◆ Water, land, food, fiber
  - ❖ Water and sustainability of agriculture, industry, and municipalities
  - ❖ Secure the future of food and fiber production
- ◆ Energy discovery, production, distribution, and utilization
  - ❖ Grid modernization and cybersecurity
  - ❖ Energy discovery, production, distribution, storage and management
  - ❖ Secure our energy future
- ◆ Health and well-being
  - ❖ Nutrition, obesity, and diabetes
  - ❖ Cancer
  - ❖ Mental health
- ◆ Creative inquiry across the arts, humanities, and sciences
  - ❖ Arts in medicine
  - ❖ Creative activities that advance the human condition
  - ❖ Theoretical exploration and knowledge discovery



## **Priority 2: Promote innovative research and creative activities that enrich society and promote quality of life and economic development**

### **Goals**

- ◆ Solidify status as Carnegie R1 research institution by increasing external research funding, publications and citations, and doctorate degrees awarded.
- ◆ Achieve \$40M in STEM Federal Research Expenditures by 2020 and \$255M in Total Research by 2025, of which 30% is federal research.



## Priority 2: Actions and Outcomes

- ◆ Strategically Build Institutional Research Culture.
- ◆ Implement findings of OVPR case studies report.
  - ❖ Recruit faculty to secure funding aligned with strategic research goals
  - ❖ Communicate expectation of extramural funding
  - ❖ Pursue large-center and interdisciplinary grants
- ◆ Expand practices and programs that foster entrepreneurial endeavors among faculty, staff and students, and broadly across the community.
  - ❖ Increase license agreement, issued patents and start-ups
  - ❖ Build new partnerships with communities that promote economic development



## **Priority 3: Transform lives and communities through strategic outreach and engaged scholarship**

### **Goals**

- ◆ Promote an 'engaged campus,' where the culture recognizes Outreach and Engagement that spans student experience, research, and service as an important aspect of the university mission.
- ◆ Strengthen collaborative community partnerships and expand innovative practices that stimulate creativity, innovation, and economic development.
- ◆ Promote university engagement with the public that cuts across teaching, research, and public service.



## Priority 3: Actions and Outcomes

- ◆ Strengthen our position as an institution recognized in the Carnegie Community Engagement Classification and as an APLU Innovation and Economic Prosperity University .
- ◆ Provide resources to support an infrastructure for engaged scholarship activities and enhance awareness of both existing programs and future opportunities.
- ◆ Support a culture that encourages faculty involvement in quality engaged scholarship.
- ◆ Establish professional development plans for faculty and staff that enhance understanding of public engagement and opportunities in sourcing external funding through collaboration with the community.
- ◆ Establish a Community Advisory Council comprised of corporate leaders, alumni, and community members to liaise with TTU to identify O&E opportunities and develop public-engaged intellectual property.