



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

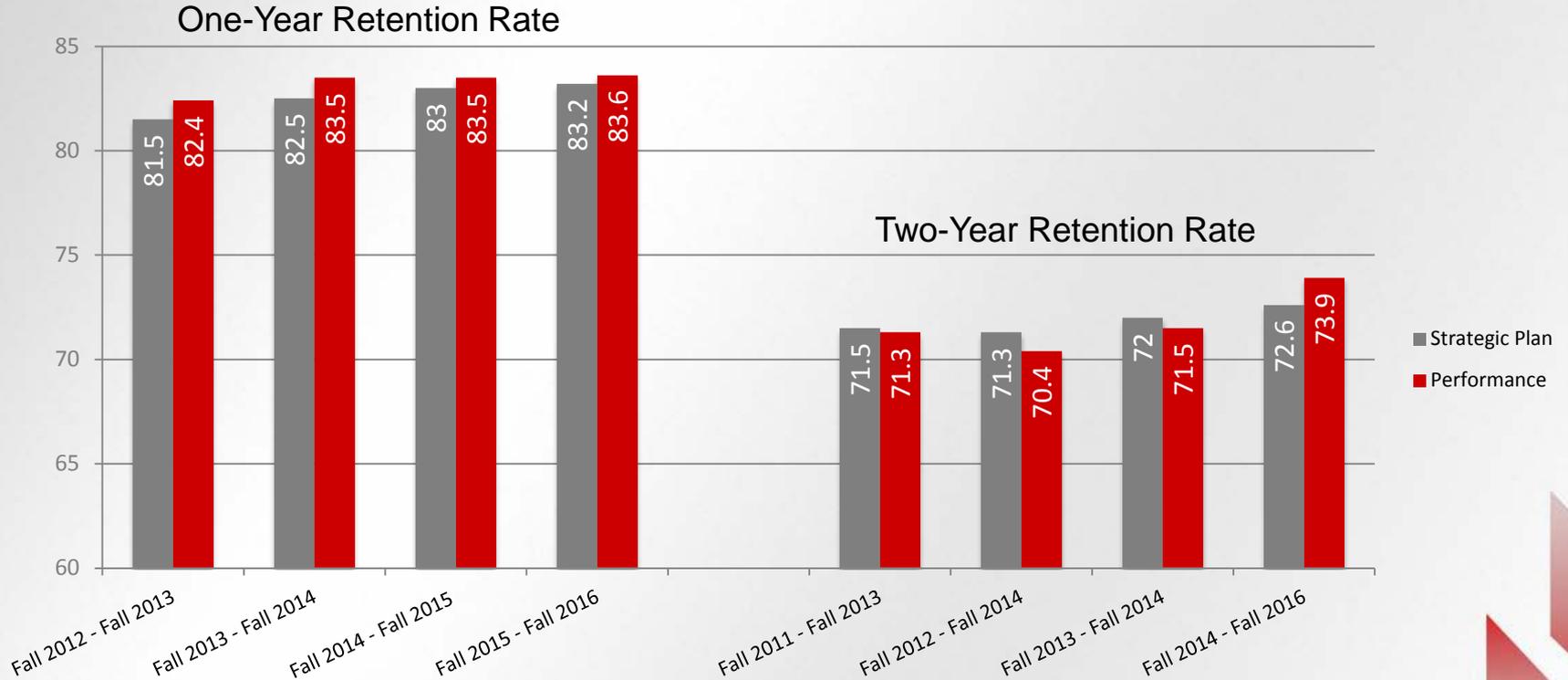
Year	Undergrad	Grad & Law	Fall Final
2012	26,494	5,986	32,480
2016	29,963	6,588	36,551
Change	13%	10%	12.5%

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
Total	5270	3306	3355
NMF	15	15	7



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%



Strategic Priorities

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- 1) Promote student success through inclusive access and transformative learning experiences.
- 2) Produce innovative research and creative activities that enrich society and enhance quality of life and economic development.
- 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 (PI²)
 - ❖ 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.