

2023-2029 STRATEGIC PLAN

UNIT/DEPARTMENT/COLLEGE/DIVISION: University Advancement



I. Background

Texas State University has historically developed an extensive strategic plan to address the long-range vision, mission, goals, and expectations of what the university should become by the end of the planning cycle. To make sure that critical concerns receive full attention in the near future, the president has highlighted a series of University Imperatives: elevate student success; advance to Carnegie R1 status; increase global and online enrollment; grow the Round Rock Campus; and reduce administrative burdens. These imperatives, included as initiatives in the 2023-2029 Strategic Plan, require the full attention of the entire university community in developing an operational plan to ensure progress and attainment of these imperatives in a timely manner.



II. Instructions

1. Continue to consider long-range strategic actions, for the upcoming six years, that your unit, department, college, or division can contribute to the university as a whole. Pay special attention to any actions that address the University Imperatives and note that actions contributing toward the University Imperatives will receive greater consideration for funding.
2. It is anticipated that this strategic plan will be updated in two years to coincide with the Texas legislative session

rather than at the mid-cycle (three year) point as has been done in the past. Therefore, actions that are intended to be completed in the near future (within two years) should be described in greater detail. Think of these actions as milestones for completing your long-range strategic plans.

3. Please note that strategic actions are not always adding programs and processes; strategic actions also include deleting, discontinuing, or reframing programs and practices. You may want to include action plans to reallocate resources and reposition activities to better utilize resources toward more productive ends.

4. Continue to add your strategic actions on this *2023-2029 Strategic Plan* template under each goal in order of priority for your unit, department, college, or division. Funding priority will be given to the highest-ranking actions, yet please note that not all highest-ranking actions may be approved. Items ranked lower on your list of actions for each goal and your overall priorities may receive authorization and funding over higher ranked items.

5. In addition to stating your mission and explaining your planning process, describe the proposed actions as clearly as possible; provide a reasonable timeframe for developing and implementing these actions; provide a rough estimate of the new resources required, expected cost, and source of revenue while knowing that a more detailed plan and budget will be worked out before authority to proceed is granted; establish realistic and measurable assessment criteria or key performance indicators to measure progress toward the achievement of the action; and link the proposed action to the appropriate initiative in the 2023-2029 Strategic Plan.



III. Mission Statement

State your administrative unit/department/college/division mission statement.

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VI. Planning Priorities

Using university goals and initiatives as a guide, list and briefly describe up to five top priorities from your planned actions for the 2023-2029 planning cycle and indicate the university goal/initiative to which the unit’s action is linked.

- 1. Conclude the NEXT IS NOW Capital Campaign with a successful \$250 million raised for Students, Academics, Facilities, and Athletics.** (1) Provide more students with scholarships and resources to facilitate college entry and retention. (2) Strengthen research capabilities and teaching support with endowed professorships and chairs. (3) Fund construction and renovation of campus facilities to match the caliber of students and faculty we are recruiting. (5) Enhance our student-athlete experience to excel in the State of Texas and nationally. (1.2, 1.3, 1.4, 1.5, 2.1, 2.2, 3.1, 3.2, 3.4, 4.3, 5.1)
- 2. Position Texas State to Achieve Carnegie R1 Status.** (1) Target and secure multi-year and multi-million-dollar gifts to increase and diversify university research portfolios. (2) Provide resources to increase research staff with Ph.D.s and conferred doctoral degrees. (3) Showcase TXST’s research

excellence to alumni and donors. (1.4, 2.1, 2.2, 3.1, 3.2, 3.4, 5.2)

3. Grow the Round Rock Campus. (1) Raise funds for expansion of TXST Round Rock campus. (2) Increase financial support for new and innovative academic programs and student scholarships for TXST Round Rock campus. (3) Build relationships in the North Austin metropolitan area to increase community awareness and engagement with TXST Round Rock campus. (1.4, 2.1, 2.2, 2.3, 3.1, 3.4, 4.3, 5.1, 5.2)

4. Provide Deeper Engagement and Recognition of Texas State Alumni. (1) Foster increased engagement across faculty, staff, and alumni groups using strategic campaigns and events. (2) Create unique donor and alumni engagement experiences. (3) Enhance stewardship of invested alumni. (4.1, 4.2, 4.3)

5. Accelerate Grassroots Corporate Engagement Across Texas State. (1) Leverage UNITE to build a corporate engagement framework for TXST that includes faculty connections across the university. (2) Grow relationships with private sector, industry, government, and education partners. (3) Emphasize TXST as an employer's choice for exceptional talent recruitment and research partnerships. (1.4, 2.4, 3.2, 3.4, 4.1, 4.3, 5.1, 5.2, 5.4)