



TEXAS TECH UNIVERSITY

Division of Off-Campus Sites™

AMARILLO

STRATEGIC PLAN

SEPTEMBER 1, 2007 – AUGUST 31, 2010

Revised and updated for FY 2008

MISSION STATEMENT

To underserved areas of the state, the division strives to increase access to higher education programs, provide excellence in teaching, offer a level of service that is appropriate and cost effective, promote educational outreach and professional development programs, and undertake research appropriate to each teaching site.

Division of Off-Campus Sites will enable Texas Tech University to be a leader in multi-modal education in the underserved areas of Texas. We strive to offer programs and services that will enhance the reputation of the university.

Goal 1. Access and Diversity: Recruit, retain and graduate a diverse student population by increasing access to higher education in areas underserved by other public universities.

Critical Success Factors for Goal 1

- Increase the number of graduate students to 50
- Annually increase diversity in student enrollment until our diversity matches or exceeds that of the university as a whole.
- Maintain a departmental website.
- Integrated marketing activities.

Objective 1.1: Recruit and admit the most qualified students.

Strategies:

- Establish more programs, scholarships and fellowships to attract the best and brightest students.

Assessment:

- Track TTU at AMARILLO against College of Engineering students.

Objective 1.2: Increase degree programs and outreach activities.

Strategies:

- Develop effective relationships with the regional university and junior colleges.
- Develop an effective relationship with business and industries in the region.

Assessment:

- Number of outreach programs offered.
- Number of degree programs offered.

Objective 1.3: Improve retention and graduation rates.

Strategies:

- Provide opportunities to apprentice the very best graduate students, outside the classroom.
- Develop additional research opportunities.
- Implement an integrated marketing program that advances the university's reputation.
- Track and report the professional success of graduates.

Assessment:

- Number of AMARILLO Site graduates.
- Retention rate of TTU at AMARILLO students.
- Increase in graduate enrollments from a widening base of regional employers.

Objective 1.4: Annually increase the diversity of the student body.

Strategy:

- Develop an outreach culture to recruit diverse students.

Assessment:

- TTU AMARILLO student diversity in relation to the College of Engineering.

Objective 1.5: Enhance the fiscal stability through development activities that support students, faculty and college operations.

Strategies:

- Identify unique research objective.
- Identify funding for scholarships and faculty fellowships.
- Design and implement strategic marketing/advertising/promotion campaigns that highlight TTU at AMARILLO and its people.

Assessments:

- Develop informative brochures and websites.
- Amount of funding for scholarships and fellowships.

Objective 1.6: Develop graduate recruiting materials.

Strategies:

- Target recruitment materials for baccalaureate graduates in all engineering disciplines.
- Visit universities in the region to recruit their undergraduates.

Assessments:

- Number of graduate students from other universities.
- Number of Texas Tech University graduates.

Goal 2. Human resources and Infrastructure: Support an optimal work environment in order to recruit and retain quality faculty and staff.

Critical Success Factors for Goal 2

- Employ appropriate support staff to assure quality service, technical flexibility and academic support activities.
- Funds to travel to collaborating institutions and agencies, and in order to bring in visitors.
- Create and maintain a quality Internet presence.
- All students will have connectivity to our networks and servers via their own resources.
- Maintain the security of our data.

Objective 2.1 Recruit and retain top faculty and staff.

Strategies:

- Increase the number of collaborating tenure track faculty positions committed to distance delivery of graduate programs proportional to the increase in students and research.
- Foster an environment where faculty and staff can achieve their potential.
- Increase professional development for all employees.
- Provide necessary equipment.
- Use appropriate and technology.

Assessments:

- Number of faculty.
- Number of staff.

Objective 2.2 Provide appropriate infrastructure to support academic and research programs.

Strategies:

- Update technology in a systematic manner.
- Maximize the utilization of existing space resources.
- Maximize the use of technology
- Develop research lab space.

Assessment:

- Lab space outfitted.

Objective 2.3: Provide delivery systems appropriate to the needs of users.

Strategies:

- Implement wireless connectivity in the TTU at AMARILLO building.
- Implement appropriate distance learning technology for subject matter delivery.

Assessments:

- New and updated distance learning equipment.

Objective 2.4: Have highly reliable and secure systems

Strategies:

- Have surveillance in critical and classified areas.
- Have systems that will protect our networks from intentional disruptions.

Assessments:

- Availability of the systems.
- Downtime due to other-than-scheduled maintenance.

Goal 3. Academic Excellence: Enhance our upper division undergraduate, graduate and professional education opportunities.

Critical Success Factors for Goal 3

- Increase the number of tenure/tenure track FTE and attract new faculty members.

Objective 3.1: Modernize and strengthen graduate programs.

Strategies:

- Recruit, hire, develop and retain nationally recognized faculty.
- Work with local Advisory Board to create seamless transition for non-engineering undergraduates of area four-year institutions to enter TTU at AMARILLO graduate programs.
- Provide enhanced funding to attract and compete for high-quality students.
- Provide 1 research assistant or teaching assistant per faculty member.

Assessment:

- Number of TTU at AMARILLO graduate students.

Goal 4. Engagement: Provide scholarly programs and services that contribute to students' learning and that disseminate knowledge to benefit the community, state and nation.

Critical Success Factors for Goal 4

- Increase student design projects involving industry problems.
- Assist the college in their efforts to support programs that are designed to attract K-12 students.

Objective 4.1: Become a recognized resource for the region.

Strategies:

- Be a significant contributor to regional economic and workforce development.
- Increase the students' design project involvement with local industry.

Assessment:

- Number of student and research projects that benefit the region.

Goal 5. Research Productivity: Develop a local, regional, and national reputation for research excellence

Critical Success Factors for Goal 5

- Faculty obtain externally funded research

Objective 5.1: Build research programs that enhance the academic reputation of TTU at AMARILLO.

Strategies:

- Develop a Center of Excellence focusing on research in Human Mobility
- Develop significant ties with key federal and state agencies.
- Recruit, hire, develop, and retain nationally recognized faculty members with interests in Human Mobility research.

Assessments:

- Research Expenditures per FTE.
- Number of per year archival publications/citations.

Critical Success Factors for Goal 5

- Establish research objectives
- Increase number of faculty active in research
- Relationships with regional, state and national universities.
- Industry alliances.
- Increase interactive alliances with public schools and community colleges in the region.

Objective 5.2 Establish research objectives through partnerships.

Strategies:

- Work with Federal Agency counterparts in their efforts to identify key challenge problems to galvanize the research community.
- Develop research objectives addressing identified research needs in partnership with local, regional and national government and academic institutions.

Assessments:

- Number of funded research projects.

Goal 6. Partnerships: Build strategic partnerships and alliances with community, government, business, industry, and educational entities.

Objective 6.1: Forge and strengthen relationships with other institutions, labs, funding agencies, and industry.

Strategies:

- Nurture relationships with government labs and federal agencies.
- Develop funds to invite visitors from other institutions, labs, and agencies for short and extended stays.

- Develop and expand relationships with local AMARILLO colleges, universities and industries and with federal agencies and institutions.

Assessments:

- Involvement of faculty in advising industry, agencies, and other institutions.