



TEXAS TECH UNIVERSITY
Division of Off-Campus Sites
TTU at Fredericksburg
STRATEGIC PLAN

SEPTEMBER 1, 2006 – AUGUST 31, 2010

MISSION STATEMENT

The mission of the TTU recognized higher education teaching sites at Fredericksburg is to increase access to higher education programs in the hill country region; provide excellence in teaching, research, and service; and, promote professional development opportunities.

VISION STATEMENT

TTU at Fredericksburg will help to enable Texas Tech University to be a national leader in higher education – manifesting excellence, embracing diversity, inspiring confidence, and engaging society. The university aspires to a national recognition of excellence and performance in scholarship in teaching, research, and service.

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.

Objective 1.1: Have an integrated enrollment management plan consistent with institutional enrollment priorities.

Strategies:

- Create an enrollment management plan for the central (Fredericksburg) region of the hill country
- Provide TechSIS training for key staff and Banner training as it becomes available
- Coordinate enrollment management with TTU main campus offices – Enrollment Management; Student Financial Aid; Admissions; Registrar; Printing and Related Services

Objective 1.2: Diversify the student body through increasing access.

Strategies:

- Develop recruitment plan with diversity targets
- Identify diversity areas of concentration and develop a plan to target those areas
- Collaborate with minority community leaders in recruitment efforts through meetings,

attendance at community functions and planned visits and programs

- Increase available financial aid and scholarships in coordination with foundations, grants and the Office of Financial Aid.
- Develop agreements with partner schools to build degree programs

Objective 1.3: Compete for the most qualified undergraduate students.

Strategies:

- Expand academic program offerings
- Target recruitment efforts to attract top community college transfer students
- Collaborate with area community colleges and counselors
- Survey community college students in last two semesters of associate degree completion (bi-annually)
- Present recruiting programs at community colleges and high schools
- Provide access information for excellence scholarships to qualified students

Objective 1.4: Improve retention and graduate rates for undergraduate students.

Strategies:

Provide support programs for at risk students

- Improve student application, admission, and registration processes
- Enhance student orientation and ensure student services and support access through program review and evaluation
- Improve financial aid and professional assistance procedures on site and in Lubbock

Objective 1.5: Compete for the most qualified graduate students.

Strategies:

- Provide enhanced marketing materials (e.g., brochures and web site upgrades)
- Highlight advantages in attending hill country sites
- Continue press release distribution in area newspapers

Objective 1.6: Improve the success of graduated students.

Strategies:

- Track post graduation employment data at regular intervals
- Provide accessible, comfortable and well equipped teaching environments
- Provide faculty and student orientation sessions each semester

Objective 1.7: Achieve higher levels of student financial support.

Strategies:

- Provide accessible financial aid information
- Assist students in financial aid application
- Identify and develop scholarships and grants

- Resolve financial aid barriers
- Secure articulation agreements with collaborating community colleges

Goal 2. Human resources and Infrastructure: Support an optimal work environment in order to recruit and retain quality faculty and staff. (Technology, staff training, business continuity, and sustainability could go here)

Objective 2.1: Recruit and support excellent and diverse faculty and professional staff.

Strategies:

- Provide competitive salaries at all levels
- Conduct regular staff and faculty satisfaction surveys
- Provide and encourage orientation and development opportunities for faculty and staff
- Assure that current and accurate job descriptions exist for all positions

Objective 2.2: Reduce employee turnover and increase employee satisfaction.

Strategies:

- Conduct periodic performance reviews
- Pursue periodic pay increases for staff

Objective 2.3: Provide excellence in service to internal and external constituencies.

Strategies:

- Ensure staff complete Service Plus training and related trainings
- Conduct service assessments of internal and external constituencies

Objective 2.4: Use a coordinated and effective process for implementing policies and procedures in a dynamic changing environment.

Strategies:

- Ensure policies and procedures are up to date
- Ensure staff are trained regarding policies and procedures

Objective 2.5: Provide physical resources that effectively meet individual assignments and responsibilities.

Strategies:

- Conduct periodic review of staff and faculty physical resource needs and implement changes as resources become available

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

Objective 3.1: Improve national ranking and reputation of undergraduate programs.

Strategies:

- Ensure all transfer admissions meet TTU admission standards
- Apply for state and national grants, as well as federal earmark proposals
- Expand academic offerings based on academic unit partnership and student demand
- Present at regional and national conferences – particularly on technology and distance education
- Participate in national honorary societies

Objective 3.2: Improve national ranking and reputation of graduate and professional programs.

Strategies:

- Ensure GPA and GRE scores are commensurate with TTU scores
- Increase qualified resident faculty in the hill country
- Increase research and scholarly productivity

Objective 3.3: Implement policies and practices that enhance teaching effectiveness.

Strategies:

- Ensure training to faculty on technology related pedagogical issues
- Provide instructional support funding
- Provide faculty orientation, mentoring, and staff support

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

Objective 4.1: Have student-learning communities that support the student's academic and career goals.

Strategies:

- Provide courses that respond to community needs survey data
- Survey communities and schools regularly to gauge academic interests
- Develop a community outreach advisory board

Objective 4.2: Be recognized as a valuable resource through university service to external communities.

Strategies:

- Provide educational programs to community organizations
- Participate in community service and related groups

- Provide service to the community such as entrance testing and proctoring of exams

Objective 4.3: Establish service learning as an academic priority.

Strategies:

- Notify students of service learning opportunities in the hill country
- Partner with service organizations to promote student service learning

Objective 4.4: Increase participation in the economic development of the region.

Strategies:

- Collaborate with local economic development councils in the hill country
- Support local businesses
- Provide educational opportunity and programs information to the community
- Participate in regional and local economic development efforts

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

Objective 5.1: Build nationally recognized research programs.

Strategies:

- Submit grant and federal earmark proposals
- Partner with regional research initiatives
- Collaborate with colleges and departments at Texas Tech
- Publish and disseminate research results

Objective 5.2: Support the integration of research into off-campus programs.

Strategies:

Provide facility and logistic support to TTU departments and faculty undertaking regional research projects

Support faculty teaching to or from off-campus sites participating in campus research committees, collaborations, and centers/institutes

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

Objective 6.1: Establish and strengthen partnerships within the University System.

Strategies:

- Publicize existing programs, services, and facilities
- Maintain visible presence across the University System and invite visitation to the hill country
- Provide funding incentives for cooperative, cross-disciplinary distance learning

initiatives

Objective 6.2: Increase the number of partnerships with state, federal and regional agencies and laboratories.

Strategies:

- Develop partnerships with state and federal agencies regarding rural distance higher education
- Develop understandings/agreements with municipal, county, school, hospital, and other entities

Objective 6.3: Increase the number of partnerships with private-sector companies.

Strategies:

- Cultivate partnerships with area private-sector companies (e.g., service learning; scholarships; pre-post graduation employment)

Objective 6.4: Develop partnerships with other educational institutions.

Strategies:

- Develop consortia agreements with area community colleges
- Collaborate with area four year higher educational institutions