“Everything that is done on these West Texas Plains ought to be on a big scale. It is a country that lends itself to bigness. It is a country that does not harmonize with things little or narrow or mean. Let us make the work of our college fit with the scope of our country. Let our thoughts be big thoughts and broad thoughts. Let our thinking be in worldwide terms”

Paul Whitfield Horn
First President
Texas Tech University
President Lawrence Schovanec: “This strategic plan will guide our efforts to solidify Texas Tech’s position as a premier public research university committed to advancing our basic missions of education, discovery, creativity, engagement, and innovation.”

- Educate and empower a diverse student body.
- Enable innovative research and creative activities.
- Transform lives and communities through strategic outreach and engaged scholarship.
  - Typical strategic plan measures for a university; teaching, research service.
  - What makes this strategic plan different is that specific metrics are provided for each area.
Texas Tech CASNR Departments

Great students

- Agricultural and Applied Economics
- Animal & Food Sciences
- Landscape Architecture
- Veterinary Sciences
- Agricultural Education and Communications
- Plant & Soil Science
- Natural Resources Management
919 CASNR Team
Passionate About Making a Difference

- 109 CASNR Tenure & Tenure-Track
- 32 Non-Tenure Track Faculty Status
- 70 Staff (partial or full hard funding)
- 72 Staff (full soft funding)
- 235 Undergraduate students working in various programs
- 401 Graduate students
Undergraduates: 2070; 8.8% increase
Graduate Students: 421; 6.4% increase
CASNR Undergraduate Scholarships, Endowed Chairs

$4.5 Million
In scholarships
For
CASNR students

Impressive number of
Endowed Chairs & Professorships relative to our peers
<table>
<thead>
<tr>
<th></th>
<th>Undergraduate Students</th>
<th>Graduate Students</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>2016</td>
<td>2017</td>
</tr>
<tr>
<td>Agriculture &amp; Applied Economics</td>
<td>370</td>
<td>395</td>
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<tr>
<td>Agricultural Education &amp; Communications</td>
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<td>274</td>
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<tr>
<td>Animal &amp; Food Sciences</td>
<td>574</td>
<td>685</td>
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<tr>
<td>Landscape Architecture</td>
<td>82</td>
<td>86</td>
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<tr>
<td>Natural Resources Management</td>
<td>255</td>
<td>305</td>
</tr>
<tr>
<td>Plant &amp; Soil Science</td>
<td>173</td>
<td>157</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>1752</strong></td>
<td><strong>1902</strong></td>
</tr>
</tbody>
</table>
Awards (Blue) & Expenditures (Orange) by College
Recent CASNR Faculty Hires
Recent CASNR Faculty Hires
Engagement/Service

Traditional Partners
- Texas Alliance for Water Conservation

Non-Traditional Partners
- Companion Animal Shelter Program

Service Learning

Service
- Department
- College
- University
- Professional Society
Advancement/Development & Alumni Relations

Jane Piercy
Director of Development and External Relations

Matt Williams
Assistant Director of Development

New Position

TTU Equestrian Center
Advisory Boards
Endowments > $3.5 M

$25 Million + Building Program funding

Quail-Tech
Strong donor base
$3.25 Million

Dairy Barn Restoration
$2.6 M project cost

CASNR Endowment Balance
$64 Million
Tomorrow and Beyond to 2025

**Balance**

- Three part mission
  - Teaching & Instruction
    - Undergraduate
    - Graduate
  - Research
    - Basic
    - Applied
- Engagement/Service
  - Traditional partners
  - Non-traditional partners
  - Professional
  - Global
Expanding the Student Experience; Increasing Student Enrollment

Undergraduate Students:

- University desire for every undergraduate student to have a “high impact experience” by 2020.
- Current – 1,902 undergraduates in CASNR. University budget built on 2% growth.
- Grow at a faster rate than TTU as a whole; 7 to 10% of TTU student population.
- Grow non-resident and international student numbers.

Graduate Students:

- Current – 401. University budget built on 1% growth.
- Greater recruitment efforts for high quality graduate students.
- How to resource increased numbers of graduate students.
Tomorrow and Beyond to 2025

Improving Undergraduate Retention & Graduation Rates

- Undergraduate Retention Rate (Freshman to Sophomore)
  - CASNR Current: 86.4%  Goal: 92.0%
  - TTU Current: 84.1%  Goal: 90.0%

- Undergraduate Graduation Rate (Six Year)
  - CASNR Current: 68.2%  Goal: 78%
  - TTU Current: 59.2%  Goal: 70%
Faculty Recognition

Tomorrow and Beyond to 2025

Courtney Meyers
Chancellors Distinguished Award - Teaching

Mindy Brashears
Nominated for Director of The Food Safety Inspection Service

Venugopal Mendu
Chancellors Distinguished Award - Research

Luis Rafael Herrera-Estrella
Governor’s University Research Initiative

Heidi Brady
Winner of the 2018 NARRU Distinguished Educator Award
Increasing Research

- Establishing a mechanism to assist faculty in proposal development. Faculty should focus on science, with assistance on other components of proposals. Increase proposal quality. **2025 goal - $75 million in submissions.**

- Track submissions – leading indicator.
- Track awards – all sources; federal & non-federal. **2025 goal - $15 million.** New mechanisms for ORS routing which includes gift credit.
- Track expenditures – with and without “200 funding”. **2025 goal - $35 to $40 million**

- Visit NPLs and Program Directors in Washington, private companies, foundations, others.

- Grant workshops, Grant writers, Faculty peer review
Collaborations/Centers/Institutes

- Collaborations/Center Development across campus and beyond in areas where we have unmatched strength. Develop communication pieces that show TTU CASNR’s unmatched strength; company engagement and partnerships
  - Cotton
  - Meats/Food Safety
  - Cross-College
  - Health Science Center

- Challenge: Collaborate cross-colleges at the faculty & administrative levels to develop an approach to solving a global grand challenge.
Tomorrow and Beyond to 2025

Allocation of New Resources

- Faculty and Staff Numbers – do we have the right ratio of faculty
- How to increase graduate student support beyond grantsmanship
- How to grow global engagement through dedicated support
- Deferred maintenance on our facilities
- Student housing