



This strategic plan for the Texas Tech University School of Music builds upon the collective input from divisions, committees, and areas within the school. It reflects a shared vision for growth, innovation, and community impact over the next five years. In alignment with the University's strategic plan and the J.T. & Margaret Talkington College of Visual & Performing Arts' core values and strategic plan, the School of Music identifies four distinct pillars that express its unique identity, mission, and future direction.

## Student Experience & Success

*Build a student-centered culture that emphasizes artistic and scholarly excellence, belonging, and well-being.*

- Strengthen advising, Raider Success Hub participation, and guided curricular pathways.
- Expand scholarships, facilities, support, and access for students.
- Foster belonging through creative and social experiences and initiatives.
- Promote and develop curricula that prioritize accessibility, mentorship, and culturally responsive teaching.

## Community & Cultural Impact

*Strengthen the School of Music's reach across Lubbock, West Texas, and beyond through performance, outreach, and collaboration.*

- Expand partnerships with EC-12 schools, arts organizations, and regional ensembles.
- Incentivize community and audience engagement in tenure, promotion, and personnel policies
- Enhance on- and off-campus artistic and educational experiences.
- Increase attendance at performances, presentations, and programs through intentional marketing and communications.
- Engage rural, urban, and historically underrepresented communities in alignment with TTU's access mission.

## Innovation, Research, & Creative Scholarship

*Promote forward-thinking artistic and scholarly innovation grounded in creative inquiry, technology, and collaboration.*

- Increase visibility of faculty and student creative activity/research through digital media, travel support, and enhanced reporting
- Expand and support new and existing interdisciplinary, engaged projects with internal and external partners.
- Adopt new technologies for teaching, research, recording, and performance.
- Promote research and entrepreneurship in music.

## Infrastructure & Stewardship

*Ensure sustainability and growth through strategic investments in people, facilities, and systems.*

- Identify, prioritize, and implement facility and technology upgrades and support long-term infrastructure planning and improvements.
- Leverage digital media to increase recruitment, retention, and visibility.
- Improve communication and coordination among divisions.
- Recruit, hire, develop, and retain personnel to enhance operational structures and forward-thinking instructional initiatives
- Ethically steward sustainable funding and maintain efficient resource management.