



Texas Tech University



Strategic Vision

Texas Tech is committed to enhancing its status as a world-class institution known for signature learning experiences, impactful research that addresses state, national, and global challenges, and engagement that strengthens collaborative community partnerships and stimulates innovation and economic development.



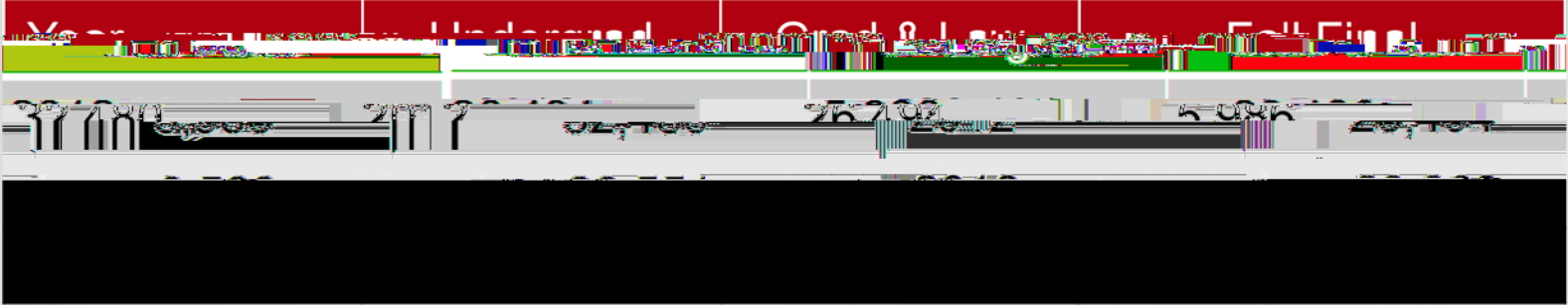
Strategic Priorities

Making It Possible (2010-2017)

- 1) Increase Enrollment and Promote Student Success
- 2)



Enrollment

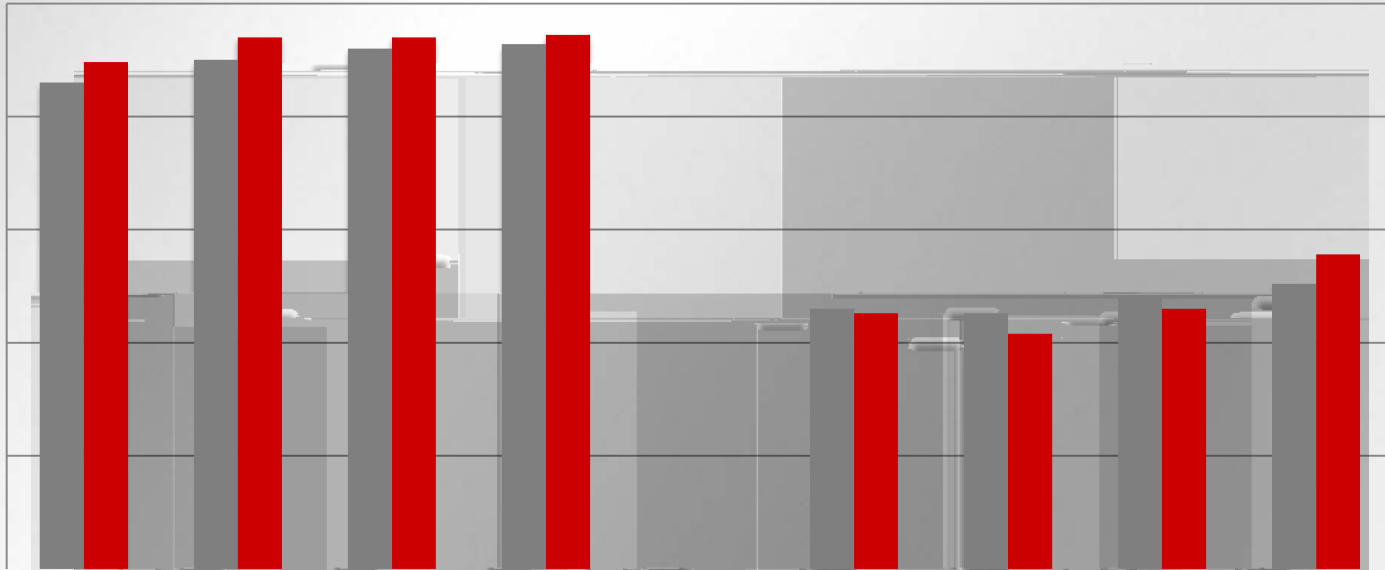


WSCH





Retention





Fall 2017 –Snapshot



| CITY | COUNTY | STATE | ZIP |
|--------------------|--------|-------|-----|
| [Redacted Content] | | | |





Presidential Scholarships

| Level | 2017 | 2016 | 2015 |
|-----------------|-------------|-------------|-------------|
| \$6,000/top 10% | 715 | 376 | 344 |
| \$5,000/top 10% | 792 | 452 | 529 |
| \$4,000/top 10% | 506 | 254 | 346 |
| \$4,000/top 25% | 3257 | 2224 | 2136 |
| Total | 5270 | 3306 | 3355 |
| NMF | 15 | 15 | 7 |



Degrees Awarded





Research Expenditures





Proposals and Awards





Strategic Priorities

A Foundation for the Next Century (2017-2025)

Guided by themes of engagement, innovation, and impact Texas Tech will:

- 1) Promote student success through inclusive access and transformative learning experiences.
- 2) Produce innovative research and creative activities that enrich society and enhance quality of life and economic development.
- 3) Transform lives and communities through strategic outreach and engaged scholarship.



Priority 1: Promote student success through inclusive





Priority 1: Actions and Outcomes

Plan for an annual growth of approximately 2%, attaining an ultimate enrollment of 42- 45K,



Priority 1: Actions and Outcomes

Achieve a one-year





Priority 2: Promote innovative research and creative activities that enrich society and promote quality of life and economic development

Water, land, food, fiber

Water and sustainability of agriculture, industry, and municipalities

Secure the future of food and fiber production

Energy discovery, production, distribution, and utilization

Grid modernization and cybersecurity

Energy discovery, production, distribution, storage and management

Secure our energy future

Health and well-being

Nutrition, obesity, and diabetes

Cancer

Mental health

Creative inquiry across the arts, humanities, and sciences

Arts in medicine

Creative activities that advance the human condition

Theoretical exploration and knowledge discovery



Priority 2: Promote innovative research and creative activities that enrich society and promote quality of life and economic development

Goals

Solidify status as Carnegie R1 research institution by increasing external research funding, publications and citations, and doctorate degrees awarded.

Achieve \$40M in STEM Federal Research Expenditures by 2020 and \$255M in Total Research by 2025, of which 30% is federal research.



Strategically Build Institutional Research Culture.

Implement findings





Priority 3: Transform lives and communities through strategic outreach and engaged scholarship

Goals

Promote an 'engaged campus,' where the culture recognizes Outreach and Engagement that spans student experience, research, and service as an important aspect of the university mission.

Strengthen collaborative community partnerships and expand innovative practices that stimulate creativity, innovation, and economic development.

Promote university engagement with the public that cuts across teaching, research, and public service.



Priority 3: Actions and Outcomes

Strengthen our position as an institution recognized in the Carnegie Community Engagement Classification and as an APLU Innovation and Economic Prosperity University .

Provide resources to support an infrastructure for engaged scholarship activities and enhance awareness of both existing programs and future opportunities.

Support a culture that encourages faculty involvement in quality engaged scholarship.

Establish professional development plans for faculty and staff that enhance understanding of public engagement and opportunities in sourcing external funding through collaboration with the community.

Establish a Community Advisory Council comprised of corporate leaders, alumni, and community members to liaise with TTU to identify O&E opportunities and develop public-engaged intellectual property.