



## Sam Houston State University Strategic Plan

### Mission

Sam Houston State University provides high quality education, scholarship, and service to qualified students for the benefit of regional, state, national and international constituencies.

### Vision/Values

Best at **Educating** the Texas Workforce

- Excellence in academics
- Effective in student success
- Efficient in operations
- Loyal to traditions
- Dedicated to innovation



### Messaging

Sam Houston, a great name in Texas education.

At Sam, you can dream and succeed.

When you are here, you can feel it.

### Goals

SHSU will:

- Foster a lifelong learning environment in support of a diverse faculty and staff who are excellent scholars, educators, and professionals.
- Promote a stimulating learning environment through the integration of academic settings, campus culture and service.
- Increase and develop university resources and infrastructures that support the intellectual transformation of students.
- Enhance marketing outreach and visibility to include academic and scholarly activities through consistent and integrated messaging while optimizing communication channels.
- Promote efficient data driven decision making through the integration of centralized data analysis, review and dissemination.
- Cultivate a continually sensitive and proactive response to the ever-changing needs of our constituents.