



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.