

TEXAS TECH UNIVERSITY

STRATEGIC PLAN

(revised 2008-09)

MISSION STATEMENT

Committed to teaching and the advancement of knowledge, Texas Tech University, a comprehensive public research university, provides the highest standards of excellence in higher education, fosters intellectual and personal development, and stimulates meaningful research and service to humankind.

VISION STATEMENT

Texas Tech University will be a national leader in higher education—manifesting excellence, embracing diversity, inspiring confidence, and engaging society. The university aspires to a national recognition of excellence and performance in scholarship through teaching, research, and service.

Texas Tech University will

- be recognized as one of the top public educational and research universities in the United States, attracting the best students, faculty, and staff;
- prepare students to be leaders and decision makers, articulate and principled, innovative and confident, and able to think critically with sound reasoning ability;
- be a research-intensive institution where faculty discovery enhances learning and prepares students to compete in a knowledge-based society; and
- be engaged in local, regional, and state social and economic development for the benefit of both the public and private sectors.

Texas Tech University is committed to the values of

- mutual respect;
- cooperation and communication;
- creativity and innovation;
- community service and leadership;
- academic and intellectual freedom;
- pursuit of excellence;
- public accountability; and
- diversity.

Strategic Plan Goals

Access and Diversity: Recruit, retain, and graduate a larger, more academically prepared, and more diverse student body.

Human Resources and Infrastructure: Increase and use resources to recruit and retain quality faculty and staff and to support an optimal work environment.

Undergraduate Teaching and Learning: Provide nationally recognized instruction in our undergraduate programs.

Graduate and Professional Education: Enhance graduate and professional education opportunities.

Engagement: Provide scholarly outreach opportunities that contribute to students' learning and that benefit our communities, the state, and nation.

Research Productivity and Creative Endeavors: Increase productivity and funding for all areas of inquiry within the university.

Partnerships: Build strategic partnerships and alliances with community, government, business, industry, and schools (K-12, community colleges, and universities).

Revised 11.20.08 by the TTU Strategic Planning Council
Approved 2.09.09 by the Office of the President