



TEXAS A&M UNIVERSITY

COMMERCE

## **Department of Institutional Effectiveness and Research**

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Institutional Strategic Planning and the Effectiveness Process

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# **Institutional Mission, Vision and Strategic Plan**

Texas A&M University-Commerce is committed to strategic planning for systematic and continuous institutional improvement. Continuous improvement is supported by the university's strategic planning and institutional effectiveness processes, from the institutional to the unit level.

## **The Mission of Texas A&M University–Commerce**

Educate. Discover. Achieve.

## **The Vision of Texas A&M University–Commerce**

Texas A&M University-Commerce strives to transform lives by providing an excellent, relevant and personalized education to diverse learners; serve an inclusive community where all are valued; advance knowledge and pursue impactful research; and foster collaboration to solve contemporary problems.

**The Mission and Vision of Texas A&M University-Commerce drive the 2019-2024 University Strategic Plan comprised of five priorities with corresponding goals that guide the strategic planning efforts of each College and Division.**

## **Texas A&M University–Commerce Strategic Plan**

### **Student Preparedness**

- ❖ Provide a transformative and experiential education that prepares students for a rapidly changing world.
- ❖ Pursue academic excellence, new and enhanced programs, innovative pedagogies and an engaging environment for learning to increase student retention and success.
- ❖ Collaborate with internal and external partners to increase student research opportunities and career readiness.

### **Elevate Research**

- ❖ Strengthen infrastructure for research and creative activity.
- ❖ Gain distinction as a high research activity institution by identifying and advancing targeted research initiatives.
- ❖ Encourage interdisciplinary and student-involved collaboration.

### **Create an Inclusive Community characterized by respect and collaboration**

- ❖ Enhance civility and collegiality of administrators, faculty, staff and students.
- ❖ Recruit, develop and retain diverse students, faculty, staff and administrators.
- ❖ Create occasions for meaningful interactions across the university, including opportunities that enhance global awareness.

**Align our Initiatives  
to support our unique rural-urban identity**

- ❖ Serve as the hub for educational opportunities in East Texas.
- ❖ Leverage the assets of the university for the economic, cultural, health and social benefit of the region.
- ❖ Cultivate and strengthen partnerships that serve regional needs.

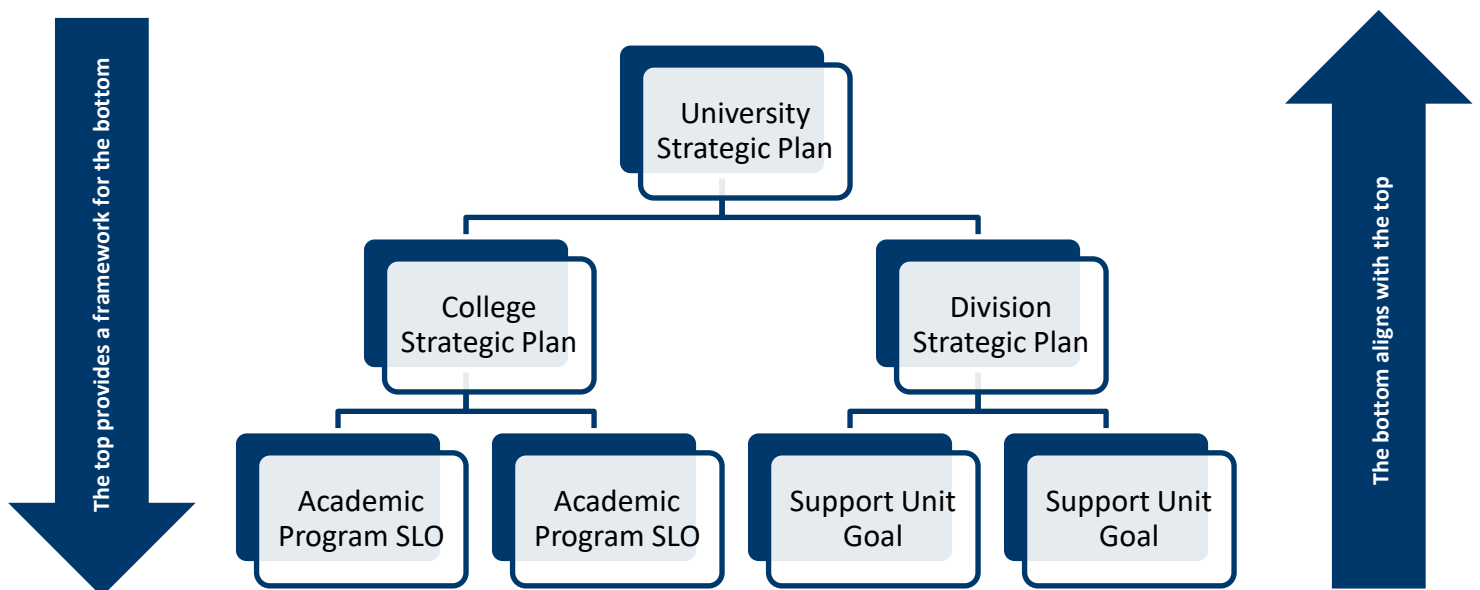
**Transform our Operations  
to serve the mission of a contemporary university**

- ❖ Invest in student recruitment, retention, graduation and continued engagement.
- ❖ Increase organizational effectiveness by developing sound business practices that are intentional, collaborative and data-informed.
- ❖ Diversify sources of funding and allocate resources strategically to promote innovation and effectiveness.

**Division and College Strategic Plans.** Each division and academic college at Texas A&M University-Commerce identifies a mission and a strategic plan which derive from and support the mission and strategic plan of the university. Each goal of a division or college-level strategic plan aligns with a strategic priority of the university strategic plan. Division and college-level goals provide further guidance for unit and program-level goals and student learning outcomes.

**Academic Program and Support Unit Institutional Effectiveness.** The annual evaluation of student learning outcomes and goals from each academic program and support unit enables A&M-Commerce to identify areas for continuous improvement in student outcomes and administrative effectiveness and to make data-driven decisions to seek these improvements. Each student learning outcome and goal is aligned with a goal of its applicable division or college strategic plan.

**Connecting Institutional Strategic Planning to the Effectiveness Planning Process**



## **Institutional Effectiveness in the Department of Institutional Effectiveness and Research.**

The Department of Institutional Effectiveness and Research (IER) supports the engagement of Texas A&M-Commerce in continuous improvement by serving as the support and resource center for strategic planning and continuous data-driven improvement. It is the mission of this department to assist and coordinate assessment, facilitate accreditation, assist in the development of new academic programs, and communicate statistical information that supports strategic, continuous improvement. Institutional Effectiveness specifically supports the University's engagement in ongoing, integrated, institution-wide research-based planning and evaluation processes by acting as an accessible resource in the effectiveness planning process for faculty members and staff.

The effectiveness planning process at Texas A&M University-Commerce is facilitated through annual assessment reporting within the Nuventive Improvement Platform. This platform provides a means to document each academic program and support unit's efforts of continuous improvement and to identify their alignment with division and college-level strategic plans as well as the University Strategic Plan.



For more information about strategic planning and institutional effectiveness at A&M-Commerce, visit [www.tamuc.edu/ier](http://www.tamuc.edu/ier)

