

**Sul Ross State University**  
**Strategic Planning Steering Committee**

**Proposed Revised Strategic Goals and Objectives**

*As of 26 September 2016*

*Subject to changes based on feedback from subcommittees*

**Goal 1: Promote Growth in Academic and Research Excellence**

Objective 1: Support, improve, and recognize excellence in teaching, artistic endeavor, and research

Objective 2: Develop new & update existing programs to satisfy growing industry demands and meet student needs

**Goal 2: Target Recruiting, Maximize Retention & Increase Graduation Rates**

Objective 1: Increase new student enrollment by 5% in the next 5 years.

Objective 2: Increase student retention and persistence by 5% in the next 5 years.

Objective 3: Increase overall student graduation rates by 5% in the next 5 years.

**Goal 3: Recruit, Retain & Develop Faculty, Staff and Student Employees**

Objective 1: Provide and cultivate adequate financial & administrative resources to support the appropriate recruitment and retention of faculty and staff.

Objective 2: Create an environment that promotes development, training and job satisfaction for faculty, staff and student employees.

Objective 3: Promote and articulate job & organizational expectations and local environmental characteristics to prospective employees.

**Goal 4: Strengthen a Sustainable & Diversified Financial Base**

Objective 1: Maximize, maintain and grow available operating resources

Objective 2: Maintain an appropriate infrastructure of personnel and facilities that can be sustained by available revenue.<sup>1</sup>

Objective 3: Develop and maintain an infrastructure that enables the university to cultivate, expand and sustain philanthropic support.

Objective 4: Improve institutional processes to strengthen the pre- and post- grant and sponsored programs support.

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<sup>1</sup> Affordability will be either be a strategy under this objective or or a stand-alone objective under this goal pending recommendation of subcommittee

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**Goal 5: Build and Enrich Stakeholder Relationships**

- Objective 1: Broaden and deepen constituent engagement developing more meaningful relationships with alumni, friends and students
- Objective 2: Enrich the university communities by sharing resources, expertise and experiences.
- Objective 3: Create and develop relationships with potential employers to afford academic experiences relevant to students' professional success and [employer value]

**Goal 6: Unify and Enhance Image and Visibility of Sul Ross**

- Objective 1: Increase awareness of and advocacy for the university by showcasing Sul Ross's teaching, learning, research, athletics and artistic excellence.
- Objective 2: Maintain a visually unified, esthetically pleasing campus that showcases our status of excellence
- Objective 3: Advance and provide support for sustainability initiatives throughout the university
- Objective 4: Develop coordinated and consistent messaging that enhance Sul Ross's image
- Objective 5: Elevate the Sul Ross traditions, community and Lobo pride

Please post comments and suggestions at <http://blogs.sulross.edu/strategicplan/>