

# **Tarleton 2020: *Student Focused – Value Driven* 2015-2020 Strategic Plan**

**Final Version – November 1, 2013**

**Revisions – July 22, 2014; July 27, 2015; November 9, 2015; October 10, 2016;  
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## **Mission:**

Tarleton State University provides an academically challenging education where learning is grounded in real-world experiences and effective teaching, research, scholarship, and service. As a member of The Texas A&M University System, Tarleton is rich in history and tradition while being committed to student success and diversity. Tarleton strives to develop moral and ethical thinkers, scholars and leaders who demonstrate civility and integrity, while contributing meaningfully and responsibly to a global society.

## **Vision:**

Tarleton will be the premier student-focused university in Texas and beyond. We will transform generations by inspiring discovery, leadership and service through exceptional teaching and research in vibrant learning communities.

## **Core Values:**

- Integrity
- Leadership
- Tradition
- Civility
- Excellence
- Service

## **2015-2020 STRATEGIC PLAN GOALS and GOAL DIRECTIVES**

### **GOAL: Academic Excellence**

Tarleton fosters a teaching and learning environment that inspires students to discover, innovate, and apply solutions to real world challenges. Tarleton Texans will thrive in a diverse, global environment and be equipped to grow, adapt, lead and serve within an evolving marketplace.

#### **Goal Directives**

1. Promote student success
2. Deliver an innovative and relevant program mix
3. Elevate the academic and research profile

### **GOAL: Student Transformation**

Tarleton promotes academic achievement, meaningful engagement and personal development, guided by the university's core values. Texans will become responsible and ethical citizens, using their abilities as scholars, leaders and servants to transform communities and generations.

#### **Goal Directives**

1. Advance a transformational learning environment
2. Provide personal growth experiences for students
3. Engage students meaningfully in and outside the classroom

### **GOAL: Distinctive Engagement**

Tarleton collaborates to promote an improved quality of life and enhanced access to learning. The university will be a leader in contributing to the improvement of our community and society.

#### **Goal Directives**

1. Strengthen outreach, partnerships and community engagement
2. Elevate effective communication and marketing strategies
3. Enhance philanthropic activity internal and external to the university

### **GOAL: Exemplary Service**

Tarleton develops deep and broad strengths and skills that provide high standards of care and quality service. The university will engage and serve with civility and genuine consideration.

#### **Goal Directives**

1. Embrace a culture of exemplary care and service among faculty, staff and students
2. Invest in efficient and effective university support and service systems
3. Promote faculty and staff growth and development