



UMHB

LIVE *on* **PURPOSE**

THE UNIVERSITY OF MARY HARDIN-BAYLOR

STRATEGIC FRAMEWORK

2023-2024 Accomplishments

UNIVERSITY OF MARY HARDIN-BAYLOR STRATEGIC FRAMEWORK

Our Mission

The University of Mary Hardin-Baylor prepares students for leadership, service, and faith-informed discernment in a global society. Academic excellence, personal attention, broad-based scholarship and a commitment to a Baptist vision for education distinguish our Christ-centered learning community.

Our Vision

UMHB will be the university of choice for Christian higher education in the Southwest.

Our Commitment to Student Success

The focus of our strategic plan is student success. All themes and imperatives center around supporting and enhancing student success while remaining distinctively Christian, financially healthy, and delivering quality academic programs.



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THEME 1: CULTURE OF EXPERIMENTATION

We recognize that in order to enable innovation, it is important to cultivate a culture of experimentation.

IMPERATIVE 1: We will create opportunities to foster student engagement in innovative endeavors.

INITIATIVES:

- I. Research, propose and implement a plan for creation of space that facilitates experimentation and innovation.

2023-24:

- A. *One Button Studio was purchased and installed, providing a professional, easy to use studio for enabling students, faculty and staff to design and create video material.*
- B. *Implementation of procedures for booking studio time and tracking was completed by spring with over 140 bookings during spring, 2024.*

IMPERATIVE 2: We will create opportunities to encourage faculty and staff innovation.

INITIATIVES:

- I. Explore and evaluate potential uses of XR and AI across UMHB.

2023-24:

- A. *Launched a project utilizing VR and AI to create an interactive Lab Simulation embedded within an online chemistry course.*
- B. *Created an AI bot to assist faculty in the course development process. The bot is currently being piloted.*

- II. Provide opportunities to showcase innovative teaching practices.

2023-24:

- A. *Several faculty members presented CELT sessions focused on use of AI in teaching. Fall Faculty focused on responsible uses of AI.*



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THEME 2: DESIRED STUDENT OUTCOMES

We exist to serve our students and are committed to maintaining a student-focused culture that supports our students throughout their academic career.

IMPERATIVE 3: We will provide opportunities to ensure students receive a broad-based education.

INITIATIVES:

- I. Provide a variety of accessible opportunities for students to engage in global experiences.

2023-24

A. *Implemented the German American Trainee Exchange with Johanniter Academy of Leipzig, Germany.*

- II. Create and implement a plan to ensure 100% student participation in a minimum number of High Impact Practices (HIPs).

2023-24

A. *Developed a prioritized list to identify appropriate structure, assessment, challenges and/or resources needed to reach goal of 100% graduating student participation in a minimum number of HIPs.*

B. *Identified minimum number of HIPs to be implemented in both general education and major curriculum for every undergraduate program.*

IMPERATIVE 4: We will equip students with the tools they need to be successful.

INITIATIVES:

- I. Develop a complete First Year Seminar (FYS) with events and signature experiences.

2023-24

A. *Developed a new FYS based on the “Live on Purpose” QEP (Quality Enhancement Plan).*

B. *Developed a complete FYS calendar of events and signature experiences.*



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II. Launch a comprehensive multi-year plan to increase retention rates

2023-24

- A. *Planned bridge programs for pre-engineering. Pushed to summer 2025.*
- B. *Created support plans/processes for unique populations.*
- C. *Developed a set of student self-service resources and improved communication through First Year Seminar ensuring students know how to access resources.*

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THEME 3: NEW ACADEMIC PATHWAYS

Our primary responsibility is to support students in their quest for knowledge both in and out of the classroom. We are committed to providing high-quality education that prepares students to be successful in today's dynamic environment.

IMPERATIVE 5: We will provide our students with a variety of academic pathways designed to provide accessible education that affords our students a broad range of career options.

INITIATIVES:

- I. Develop clear alternate pathways to completion for students whose original educational plans do not work out as intended

2023-24

- A. *Identified alternate pathways for each high-attrition program.*
- B. *Developed supporting materials for the identified alternate pathways.*
- C. *These supporting materials will be utilized by the Student Success Coordinators and Advisors as part of their repository of tools for student support.*

- II. Develop clear pathways for transfer students.

2023-24:

- A. *Established regular contact channels with identified community colleges and Christian high schools.*
- B. *Established communication channels with youth group ministers via the Baptist General Convention of Texas youth ministers.*
- C. *These established communication channels and regular contact activities will be incorporated into the ongoing operational processes of the Admissions team.*



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IMPERATIVE 6: We will provide our students with a broad range of exceptional academic programs designed to prepare them for success in the current market.

INITIATIVES:

- I. Explore opportunities for new program offerings.

2023-24:

- A. *New programs include 4 launched in spring, 2024, and 1 scheduled to launch in spring, 2025.*

- II. Create a comprehensive program review process.

2023-24:

- A. *Implemented the new program review process.*

IMPERATIVE 7: We will provide our students with accessible and innovative options for a high-quality education.

INITIATIVES:

- I. Identify opportunities for online program expansion.

2023-24:

- A. *Developed and launched 4 online programs in the health sciences area.*

- II. Conduct a business process analysis of current online course development and administrative processes.

2023-24:

- A. *Implemented structural program changes to improve quality and efficiency in the content, delivery and administration of the online undergraduate adult learner programs.*
- B. *Incorporated improvements to streamline the course development process and improve the faculty online course development training workshop.*

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THEME 4: TARGETED RESOURCES

We are committed to providing the resources needed to support the achievement of our goals.

IMPERATIVE 8: We will plan, manage, and assign resources to support initiatives that will achieve our strategic goals.

INITIATIVES:

- I. Develop a campus master plan that includes the expansion of both instructional and non-instructional space to support current and future university programs.

2023-24:

- A. *Discussed the possibility of a new campus master plan with President's Council and the Board of Trustees.*
- B. *Determined appropriate steps in the process for a new campus master plan.*
- C. *Utilized campus forums to evaluate and consider the list of identified projects for a new campus master plan.*

- II. Develop and implement a comprehensive data governance plan to support technology integration and streamlining.

2023-24:

- A. *Completed full implementation of J1.*
- B. *Implemented DataCloud Premium to support a centralized data repository.*
- C. *Began Data Governance working committee ongoing meetings.*
- D. *Launched code review to identify data, process owners and ongoing data issues.*
- E. *Data Governance project will be implemented as part of Information Technology ongoing operations.*



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