



# UMHB

**LIVE** *on* **PURPOSE**

THE UNIVERSITY OF MARY HARDIN-BAYLOR

# STRATEGIC FRAMEWORK

2023-2024



# 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:**

1. Research, propose and implement a plan for creation of space that facilitates experimentation and innovation.
  - a. Purchase and install One Button Studio, providing a professional, easy to use tool for enabling students, faculty and staff to design and create video material.
  - b. Develop an implementation plan to include procedures for reserving studio time, providing training on tool and tracking studio usage.

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

**INITIATIVES:**

1. Explore and evaluate potential uses of XR across UMHB.
2. Provide opportunities to showcase innovative teaching practices.

## 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:

1. Create and implement a plan to ensure 100% student participation in a minimum number of High Impact Practices.

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

### INITIATIVES:

1. Develop a new first year seminar based on the “Live on Purpose” QEP (Quality Enhancement Plan).
2. Develop a complete FYE (First Year Experience) calendar of events and signature experiences.
3. Develop bridge programs for pre-engineering and pre-nursing.
4. Create support plans/processes for unique populations.
5. Develop a set of student self-service 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:

1. Create alternative pathways to degree completion.
  - a. Develop clear alternate pathways to completion for students whose original educational plans do not work out as intended.
2. Develop clear pathways for transfer students.
  - a. Strengthen relationships with community colleges.
  - b. Establish new and/or update existing articulation agreements with area community colleges.

**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:

1. Explore opportunities for new program offerings.
2. Support new program starts to ensure successful program launches.
3. Implement new program review processes.





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

**INITIATIVES:**

1. Identify opportunities for online program expansion.
  - a. Develop and launch 6 new online programs in the health care area.
  - b. Implement process improvement measures in various student support operational areas to increase efficiencies and support scalability.

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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:

1. Develop a campus master plan that includes the expansion of both instructional and non-instructional space to support current and future university programs.
  - a. Discuss possibility of a new campus master plan with President's Council and Board of Trustees.
  - b. Determine appropriate steps in potential process for new campus master plan.
  - c. Utilize campus forums to evaluate and consider list of identified projects for new campus master plan.
2. Develop and implement a comprehensive data governance plan to support technology integration and streamlining.
  - a. Complete full implementation of J1.
  - b. Implement premium data cloud to support a centralized data repository.
  - c. Identify data and process owners.



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