



# UMHB

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

THE UNIVERSITY OF MARY HARDIN-BAYLOR

# STRATEGIC FRAMEWORK

2024-2025

# 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.
  - A. Purchase and install a sound booth that can be used for podcasting and production of other types of high-quality audio.
  - B. Equip sound booth with technology to allow for editing of videos created in the One Button Studio.
  - C. Implement procedures for booking sound booth time and tracking its usage.

**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
  - A. Complete project utilizing VR and AI to create an interactive Lab Simulation embedded within an online chemistry course.
  - B. Complete AI Course Development bot pilot.
- II. Provide opportunities to showcase innovative teaching practices.



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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.
- II. Create and implement a plan to ensure 100% student participation in a minimum number of High Impact Practices (HIPS).
  - A. Determine best system of training/implementation of HIPs across each degree plan.
  - B. Implement minimum number of HIPs required in each undergraduate major.

**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.
  - A. Implement the new first year seminar based on the “Live on Purpose” QEP (Quality Enhancement Plan).
  - B. Implement the complete FYS calendar of events and signature experiences.
- II. Launch a comprehensive multi-year plan to increase retention rates
  - A. Implement training for First Faculty in advising first-time students.
  - B. Develop engineering bridge program.
  - C. Implement improvements to the clearance process.



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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. Form an Innovation POC (Proof of Concept) Committee to explore the feasibility of major proposed initiatives.
  - A. Explore the possibility of offering additional academic pathways for our students.

**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.

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

**INITIATIVE:**

- I. Identify opportunities for online program expansion.



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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 an approach that includes the expansion of both instructional and non-instructional space to support current and future university programming.
  - A. Review and Evaluate feedback from Campus Master Planning listening groups.
  - B. Consider facility renovation and/or construction needed in light of current university needs.
  - C. Develop next steps in campus project planning.



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