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THE UNIVERSITY OF MARY HARDIN-BAYLOR

STRATEGIC FRAMEWORK

2025-2026 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. Incorporate the use of AI tools in the classroom, to engage and teach students how these tools can be used productively, ethically and responsibly.

2025-26

- A. *Investigated several interactive AI tools designed to support student learning.*
- B. *Added an Introduction to AI course to the CBE (Competency Based Education) Program. All CBE students are required to take this course which provides a broad based non-technical understanding of AI including how to use it productively and ethically.*
- C. *The Center for Digital Learning held multiple sessions with faculty on the use of various AI tools for the classroom.*

- II. Innovate Student Engagement through Technology: Use digital tools to increase student engagement through connection, personalization, and access to student life resources

2025-26

- A. *In spring, CampusESP was implemented, providing a platform facilitating engagement of families as partners in student success by providing timely, personalized communication and resources that support student retention, persistence, and engagement.*



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

INITIATIVES:

- I. Launch a pilot project to explore the uses of AI as a potential classroom tool.

2025-26

- A. *Planning to launch a limited scope pilot of an AI tool designed to support student learning. The pilot is planned for fall of 2026.*

- II. Develop and implement a university wide AI policy.

2025-26

- A. *Formed an AI Task Force to draft a university wide AI policy. Policy has been completed with plans to implement in fall of 2026.*

- III. Provide opportunities to showcase innovative research and teaching practices.

2025-26

- A. *The Office of Research sponsored five faculty research workshops supporting research, scholarship, and grant success.*
- B. *Five Center for Excellence in Learning and Teaching sessions were held on topics related to AI. These included AI technologies, ethical use of AI and an AI faculty forum.*
- C. *The library presented six workshops covering the use of AI in the classroom, AI literacy, AI tools and ethical considerations when using AI. Workshops were held for both faculty and students.*
- D. *Created and implemented an automated process for faculty to submit internal applications for external grant submission approval.*

- IV. Explore the use of AI tools to enhance student support.

2025-26

- A. *The Center for Academic Excellence tested the Navigate system's AI capabilities for student advising.*



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 careers.

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

INITIATIVES:

- I. Evaluate the various service opportunities available to students.

2025-26

- A. *In collaboration with Athletics, launched an initiative to explore the feasibility of offering an athletic team Global Outreach trip in the 2027-28 timeframe.*

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

2025-26

- A. *Focused on advancing the First-Year Experience as a High Impact Practice. Teams were established to evaluate the First-Year Seminar and develop a comprehensive First-Year Experience framework, culminating in the launch of pilot First-Year Seminar courses scheduled for fall, 2026.*

- III. Strengthen Career and Life Readiness and Calling Exploration

2025-26

- A. *Added several new events to Called Week, including a Coffee with CRU Alumni and Student event, Called in Action where students learn about service opportunities. and Called in the Halls videos, featuring faculty and staff testimonies about their personal calling stories.*

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IMPERATIVE 4: We will enhance the student experience from admission through graduation.

INITIATIVES:

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

2025-26

- A. *Developed a new student clearance checklist scheduled to be implemented in July, 2026.*
- B. *Project to evaluate billing and processes of changing fees is underway. This is a multiphase initiative.*
- C. *Completed technology audit across Enrollment Management, Registrar, Student Life, and Academic Advising. All systems are currently within best practices and units are set within the current operations. The next phase entails investigating AI tools that can provide an integrated data view across the institution.*
- D. *Implemented a process that allows Academic Success Coaches to shift focus areas at the end of each term by reviewing the number of students needing extra support.*
- E. *Updated and began utilizing a dashboard that offers a quick check of all freshman retention factors. The dashboard shows incoming students as well as current majors and retention rates along with other retention factors.*
- F. *Academic success rolled out “Advising in Four” to be used as guidelines for all advising communications. Training sessions were conducted at Faculty Workshops in both fall and spring through the Center for Excellence in Learning and Teaching in specific courses and in departmental meetings.*

- II. Foster Belonging-Oriented Communities: Ensure every student feels valued and connected to the campus community.

2025-26

- A. *Developed a program for Beall House, an intentional living community focused on the spiritual development of its residents. In Spring 2026, began recruiting students to participate in the program for the 2026-2027 academic year. Currently, 42 men and 30 women live in Beall House for fall 2026.*



B. *In partnership between Athletics and Student Life's Kingdom Diversity Office, Whole Life Cru concentrated its focus on engaging effectively with freshmen football players. These students felt largely connected to UMHB only through their sport. Selected twelve upperclassmen team leaders, created meaningful relationships with freshmen through tunnel time (fun and fellowship), small group presentations on maturation topics (time management, health, self-image, mental health), and spiritual guidance (bible study, devotionals, invited speakers).*

III. Empower Student Leadership: Equip students to lead with integrity, creativity, and impact across campus and beyond
2025-26

A. *President's Leadership Class*

i. *The President Leadership Fellowship was approved for development. Began program and marketing efforts to recruit the first class of students for Fall 2027.*

B. *Emerging Leaders Institute*

i. *Emerging Leaders Institute was reevaluated and moved to Kingdom Diversity to focus on a sense of belonging for at-risk student populations.*

C. *Mentor Belton*

i. *Mentor Belton increased from 10 students to 11 with 50% of the colleges being represented.*

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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. Create and submit degree plans which offer additional academic pathways for our students.

2025-26

- A. *Beginning in fall, 2026, all students will have the opportunity to earn an Associate's Degree along their pathway to earning a bachelor's.*
- B. *A 3-year Bachelor's Degree in education was approved by SACSCOC. This new 3-year Abridged Bachelor of Educational Studies degree is scheduled to launch in fall, 2026.*
- C. *Currently working with several community colleges to develop partnerships for student friendly transfer pathways. The music department finalized a transfer agreement with Austin Community College that will take effect for 2026-27. Similar agreements with McLennan Community College and Blinn College are in the final stages and expected to take effect in 2027-28.*

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.

2025-26



- A. *The following new programs are scheduled for launch in fall, 2026:*
 - i. *BBA in Business Analytics.*
 - ii. *BBA in HR Management.*
 - iii. *MBA Specializations in AI, Business Analytics, and Finance.*
- B. *A new faculty member was hired to support the development of an Anesthesiologist Assistant program. Two staff members to support the program are scheduled to be hired in the 2026-27 academic year.*

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.

2025-26

- A. *A Bachelor of Applied Studies in Project Management will be launched in fall, 2026. This is a 100% online degree.*
- B. *Beginning in fall, 2026, students earning the Bachelor of Applied Studies in Organizational Leadership will have the option of choosing either a Business or Education emphasis.*

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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 recommendation that includes the expansion of both instructional and non-instructional space to support current and future university programming.

2025-26

- A. *Plans for a new Science Lab Facility were successfully developed, including an assessment of instructional and non-instructional space needs to support current and future university programming.*
- B. *At its October 2025 meeting, the UMHB Board of Trustees approved plans to construct a new 56,032 square-foot science lab facility. A construction timeline was subsequently established, with construction scheduled to begin in fall, 2026 and substantial completion targeted for spring, 2028.*

- II. Program Review

2025-26

- A. *As we continue to refine the Annual Program Review process, several metrics from the Program Economic Analysis data were identified as potential KPIs that could be incorporated into the review. Next steps include determining which ones would provide the most value and integrating them into the process.*



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