



Strategic Plan Mid-point Review 2009-2015

Prepared Spring 2013



Strategic Goals

Under this mission, the University has identified six strategic goals.

- Goal 1. Provide high-quality instruction
- Goal 2. Provide basic and applied research
- Goal 3. Provide public service
- Goal 4. Optimize enrollment of college-ready students to sustain
 Texas Southern as a high quality university
- Goal 5. Ensure steady and significant increases in philanthropy,
 alumni gifts and participation, as well as private sector donations
- Goal 6. Ensure that each administrative unit effectively and efficiently supports the University's mission





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Goal 1. Provide high-quality instruction

Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
1.2. Improve			
student	Performance on bar	Improve	
performance	exam,	performance on	Chief Academic
on professional	pharmacy licensure	professional exams	Officer and
examinations	exam, etc.	by 15%	academic deans



December 2010 graduates (February 2011, July 2011 Texas Bar); May 2011 graduates (July 2011 February 2012 Texas Bar); and August 2011 graduates (July 2011 and February 2012 Texas Bar).

Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
1.2. Improve			
student	Performance on bar	Improve	
performance	exam,	performance on	Chief Academic
on professional	pharmacy licensure	professional exams	Officer and
examinations	exam, etc.	by 15%	academic deans



Law: Texas Bar Passage Rates							
2009	2010	2011	2012	2013	2014		2015
						Target	
67.27%	76.7%	90.0%	79.2%			larget	77.36%

Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
1.2. Improve			
student	Performance on bar	Improve	
performance	exam,	performance on	Chief Academic
on professional	pharmacy licensure	professional exams	Officer and
examinations	exam, etc.	by 15%	academic deans



Short Definition: The percentage of the institution's pharmacy program graduates attempting the licensing examination who pass all parts either before graduation from the program, or within the twelve months immediately following graduation from the program.

Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
1.2. Improve			
student	Performance on bar	Improve	
performance	exam,	performance on	Chief Academic
on professional	pharmacy licensure	professional exams	Officer and
examinations	exam, etc.	by 15%	academic deans



Pharmacy: (North American Pharmacist Licensure Examination)								
NAPLEX Passage Rates								
2009	2010	2011	2012	2013	2014			2015
						Target		
96.6%	97.5%	98.9%	97.30%					100%

Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
	Number of	Increase the	Chief Academic Officer,
1.4. Develop,	courses offered	number of	Center
expand and	using	on-line programs	for E-learning, and
coordinate on-line	online format	by 4	academic
courses		programs	units



On-line Degree Programs							
2009	2010	2011	2012	2013	2014		2015
						Target	
1	2	4	4			larget	5

Data Source: Texas Higher Education Coordinating Board 2009=eMBA, 2010=eMPA, 2011=eMED-Counseling & eMED-Ed. Admin

Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
1.5. Assess			
student		Improve performance	
performance		on key Mathematics	Chief Academic
upon	Measures of student	and	Officer and
completion of	performance on general	English measures in	academic units
general	education assessments	general education	
education		courses by 15%	



General Education: Mathematics-Course Passage C or Higher							
2008-09	2009-10	2010-11	2011-12	2012-13	2013-14		2014-15
	-0 40/					Target	
57.1%	53.1%	53.4%	56.1%				65.7%

Data Source: Relational database developed from Banner

Math Core Courses: Math 133, 134, 135, 136

Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
1.5. Assess		Improve performance	
student		on key Mathematics	Chief Academic
performance	Measures of student	and	Officer and
upon	performance on general	English measures in	academic units
completion of	education assessments	general education	
general		courses by 15%	



General Education: English-Course Passage C or Higher							
2008-09	2009-10	2010-11	2011-12	2012-13	2013-14		2014-15
45 404	4.4.70/	50 40/	56.70/			Target	54.00 (
45.1%	44.7%	52.4%	56./%				51.9%

Data Source: Relational database developed from Banner

English Core Courses: 131, 132, 2XX



Questions of Comments?



Goal 2. Provide basic and applied research

Goal 2. PROVIDE BASIC AND APPLIED RESEARCH

Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
2.2. Increase the			
amount of			
annual research			
funding			
		Increase the amount	
	Change in research	of	Chief Research
	funding	external research	Officer and
	dollars	<u>funding</u> by	academic units
		30% annually	



Research Funding Dollars							
FY 2009	FY 2010	FY 2011	FY 2012	FY 2013	FY 2014		FY 2015
						Target	5.29-
4.49	4.07	9.00	11.4				14.82

Data Source: Office of Research Values reported in millions.



Questions of Comments?



Goal 4. Optimize enrollment of college-ready students to sustain Texas Southern as a high quality university

Objective	Suggested Measures	Quality Targets	Unit(s)/Person Responsible
4.1. Increase the			
number of			
college-ready		Increase the number of	
incoming	Number of new	incoming students who	
Freshmen	students who meet	meet new admission	Office of
	Standards	standards by 25%	Recruitment



2009=High School GPA \geq 2.0 or above 2010=High School GPA \geq 2.0 & \geq 820 on SAT or \geq 17 ACT 2012=High School GPA \geq 2.5 & \geq 820 on SAT or \geq 17 ACT

Objective	Suggested Measures	Quality Targets	Unit(s)/Person Responsible
4.1. Increase the			
number of			
college-ready		Increase the number of	
incoming	Number of new	incoming students who	
Freshmen	students who meet	meet new admission	Office of
	Standards	standards by 25%	Recruitment

Objective	Suggested Measures	Quality Targets	Responsible
4.1. Increase the			
number of			
college-ready		Increase the number of	
incoming	Number of new	incoming students who	
Freshmen	students who meet	meet new admission	Office of
	Standards	standards by 25%	Recruitment

Admissions Standards							
2009	2010	2011	2012	2013	2014		2015
						Target	
87.8%	50.25%	55.2%	46.7%				58.4%

2009=High School GPA >2.0 or above; 2010=High School GPA 2.0 and >820 on SAT or > 17 ACT, 2012=High School GPA 2.5 and >820 on SAT or > 17 ACT



Objective	Suggested Measures	Quality Targets	Unit(s)/Person Responsible
4.1. Increase			
	Improve college	Increase the number of	
college-ready	readiness skills during	students who achieve	
incoming	the Summer Academic	college readiness by	Student Success
freshmen	Academy	20%	Services



College-Ready 1st-time Freshmen							
2009	2010	2011	2012	2013	2014		2015
						Target	
54%	50%	57%	65.5%				64.8%

Data Source: Relational database developed from Banner Percent of students NOT required to enroll in developmental education.

Objective	Suggested Measures	Quality Targets	Unit(s)/Person Responsible
	Increase the number		
4.1. Increase the	of students		
number of	participating in the		
college-ready	University's	100% participation by	
incoming	freshman orientation	freshman in	Student Success
freshmen	course	orientation	Services



Freshmen Orientation Enrollment							
2008-09	2009-10	2010-11	2011-12	2012-13	2013-14		2015
						Target	
NA	NA	75.7%	81.7%	86.3%			100%

Data Source: Relational database developed from Banner Percent of 1st-time freshmen enrolled in their 1st year (Fall to Spring Semesters)



Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
		Increase the	
4.5. Develop	More strategically	proportion of	Office of the
collaborative	address/redress	students who	Provost Student
efforts to increase	student deficiencies	successfully	Success Services
the		complete	
proportion of		Mathematics and	
students		English remedial	
with a GPA of 2.0 or		courses by	
higher		20% annually	

	Suggested		Unit(s)/Person(s)
Objective	Measures	Quality Targets	Responsible
		Increase the	
4.5. Develop	More strategically	proportion of	Office of the
collaborative	address/redress	students who	Provost Student
efforts to increa	se student deficiencie	successfully	Success Services
the		complete	
proportion of		Mathematics and	
students		English remedial	
with a GPA of 2.	0 or	courses by	
higher		20% annually	

Developmental Mathematics-Course Passage C or Higher							
2008-09	2009-10	2010-11	2011-12	2012-13	2013-14		2014-15
60.0%	59.9%	56.0%	58.1%			Target	67%- 72.0%

Data Source: Relational database developed from Banner

Math Core Courses: Math 130, 131



Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
		Increase the	Пеоропологе
4.5. Develop			Office of the
collaborative	address/redress	students who	Provost Student
efforts to increase	student deficiencies	successfully	Success Services
the		complete	
proportion of		Mathematics and	
students		English remedial	
with a GPA of 2.0 or		courses by	
higher		20% annually	

Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
4.5. Develop collaborative	More strategically address/redress student deficiencies	Increase the proportion of students who	Office of the Provost Student Success Services
students with a GPA of 2.0 or higher		English remedial courses by 20% annually	

2008-09 2009-10 2010-11 2011-12 2012-13 2013-14	2014-15
	2014-15
64.3% 66.2% 54.9% 59.7% Target	65.9%- 79.4%

Data Source: Relational database developed from Banner

Math Core Courses: English 129, 130



Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
		Peer mentors will	
	Increase the number	make a	
4.5. Develop	of first and	minimum of 80%	
collaborative	second year students	weekly	Student Success
efforts to	participating	contacts to first and	Services
increase the	in the peer mentoring	second	
proportion of	program to 80%	year students.	
students		Retention will	
with a GPA of 2.0		increase to 70% of	
or		<u>first year</u> and	
higher		second year students	

							525
1st-time Full-time Freshmen-1st Year Students							
2008-09	2009-10	2010-11	2011-12	2012-13	2013-14	,	2014-15
67.0%	61.1%	60.8%	61 /10/			Target	70.0%
07.0%	01.170	00.070	01.470				70.0%







Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
		Peer mentors will	
	Increase the number	make a	
4.5. Develop	of first and	minimum of 80%	
collaborative	second year students	weekly	Student Success
efforts to	participating	contacts to first and	Services
increase the	in the peer mentoring	second	
proportion of	program to 80%	year students.	
students		Retention will	
with a GPA of 2.0		increase to 70% of	
or		first and	
higher		second year students	

higher		second year students					
1st-time Full-time Freshmen-2nd Year Students							
2007-09	2008-10	2009-11	2010-12	2011-13	2012-14		2013-15
42.1%	39.3%	40.1%	40.7%			Target	70.0%

Data Source: Relational database developed from Banner



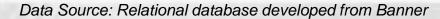




Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
	Higher performing		
4.6. Improve	students		
retention and	enrolled; increased	Increase SAT and ACT	
increase 6-year	SAT, ACT	scores of entering	Recruiting and
cohort	scores	freshmen	Admissions
graduation rates		by 15%	

Objective	Measures	Quality Targets	Responsible
	Higher performing		
4.6. Improve	students		
retention and	enrolled; increased	Increase SAT and ACT	
increase 6-year	SAT, ACT	scores of entering	Recruiting and
cohort	scores	freshmen	Admissions
graduation rates		by 15%	

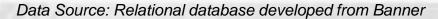
1st-time Freshmen-SAT Scores							
2015		2014	2013	2012	2011	2010	2009
931.5	Target			820	820	810	810



Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
	Higher performing		
4.6. Improve	students		
retention and	enrolled; increased	Increase SAT and ACT	
increase 6-year	SAT, ACT	scores of entering	Recruiting and
cohort	scores	freshmen	Admissions
graduation rates		by 15%	

	Suggested		Unit(s)/Person(s)
Objective	Measures	Quality Targets	Responsible
	Higher performing		
4.6. Improve	students		
retention and	enrolled; increased	Increase SAT and ACT	
increase 6-year	SAT, ACT	scores of entering	Recruiting and
cohort	scores	freshmen	Admissions
graduation rates		by 15%	

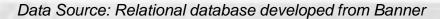
	1st-time Freshmen-ACT Scores							
2009	2010	2011	2012	2013	2014		2015	
16.0	16.0	17.0	17.0			Target	18.4	
10.0	10.0	17.0	17.0				10.4	



Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
		Increase the number	
4.6. Improve		of	
retention and		first-time freshmen	
increase 6-year	Complete the	living on	
cohort	development of the	campus to 100%	Student Success
graduation rates	Freshman College		Services

	Objective	Measures	Quality Targets	Responsible
			Increase the number	
4	1.6. Improve		of	
r	etention and		first-time freshmen	
i i	ncrease 6-year	Complete the	living on	
_ c	cohort	development of the	campus to 100%	Student Success
g	graduation rates	Freshman College	·	Services
<u>e</u>	graduation rates	Freshman College		Services

	On-Campus 1 st -time Freshmen							
2009	2010	2011	2012	2013	2014		2015	
40.40/	F C 70/	FO 70/	FC 00/			Target	1000/	
49.4%	56.7%	58.7%	56.9%				100%	



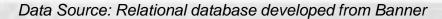




Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
4.8. Increase the			
number of			Office of the
international			Provost,
students			International
on campus and			Students'
enrolled	Increase in	Increase the	Office,
through innovative	number of	number of	Admissions, and
distance learning	international	international	the
programs	students	students by 25%	Graduate School

Objective	Measures	Quality Targets	Responsible
4.8. Increase the			
number of			Office of the
international			Provost,
students			International
on campus and			Students'
enrolled	Increase in	Increase the	Office,
through innovative	number of	number of	Admissions, and
distance learning	international	international	the
programs	students	students by 25%	Graduate School

	Undergraduate International Students								
2009	2010	2011	2012	2013	2014		2015		
205	215	259	304			Target	256		
(2.8%)	(3.1%)	(3.8%)	(4.3%)			larget	(3.5%)		



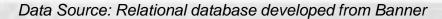




Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
4.8. Increase the			
number of			Office of the
international			Provost,
students			International
on campus and			Students'
enrolled	Increase in	Increase the	Office,
through innovative	number of	number of	Admissions, and
distance learning	international	international	the
programs	students	students by 25%	Graduate School

	Juggesteu		
Objective	Measures	Quality Targets	Responsible
4.8. Increase the			
number of			Office of the
international			Provost,
students			International
on campus and			Students'
enrolled	Increase in	Increase the	Office,
through innovative	number of	number of	Admissions, and
distance learning	international	international	the
programs	students	students by 25%	Graduate School

	Graduate International Students								
2009	2010	2011	2012	2013	2014		2015		
35	27	32	42			Target	44		
(3.1%)	(1.8%)	(1.8%)	(2.6%)				3.88%		



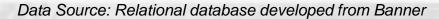




Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
4.8. Increase the			
number of			Office of the
international			Provost,
students			International
on campus and			Students'
enrolled	Increase in	Increase the	Office,
through innovative	number of	number of	Admissions, and
distance learning	international	international	the
programs	students	students by 25%	Graduate School

Objective	Measures	Quality Targets	Responsible
4.8. Increase the			
number of			Office of the
international			Provost,
students			International
on campus and			Students'
enrolled	Increase in	Increase the	Office,
through innovative	number of	number of	Admissions, and
distance learning	international	international	the
programs	students	students by 25%	Graduate School

Professional International Students							
2009	2010	2011	2012	2013	2014		2015
62	47	35	25			Target	77.5
(6.1%)	(4.5%)	(3.3%)	(2.5%)				7.6%









Questions of Comments?

Goal 2. Provide basic and applied research

			Unit(s)/Person(s)
Objective	Suggested Measures	Quality Targets	Responsible
2.1. Increase the		Increase the number	Chief Academic
number and	Change in number	of	Officer and
quality of scholarly		scholarly and creative	
and	of books, creative	works	academic units
creative works	performances, and	produced by 20%	
generated	refereed	annually	
by the faculty and by	articles		
students			



Goal 2. Provide basic and applied research

Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
			Chief Research
			Officer,
		Increase in the	Intellectual
	Number of	number of	Property
	commercially	commercialization	Committee,
	viable projects	projects	and academic
2.6. Engage in		by 4	units
research and			
technology			Chief Research
transfer for		Increase the number	Officer,
commercialization		of	Intellectual
		patents and other	Property
	Number of patents	intellectual	Committee,
		property activities by	and academic
		4	units



Goal 3. Provide public service

	Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
		Continuing		Office of the Provost,
		education units	Number of continuing	College
			education units	of Continuing Education,
n		generated	generated	and
			by 35%	academic units
		Change in number	Increase the number	Office of the Provost,
		of	of high	College of
	units generated	certificate and	quality programs	Continuing Education, and
		continuing	offered	other
		education	that generate	
		programs	continuing	academic units
			education units by 10	



Goal 3. Provide public service

Objective	Suggested Measures	Quality Targets	Unit(s)/Person(s) Responsible
		Expanded internship	
	Number of students	and	Office of the Provost
	engaged	externship placements	and
3.3. Integrate service	in internship; number of	by 25%	academic units
learning	internship opportunities		
into the educational		Increase service	
programs of the	Increase number of	learning	Office of the Provost
university	courses	opportunities through	and
	incorporating service	course	academic units
	learning	work by 20%	





Questions of Comments?



Thank you.