



TEXAS A&M UNIVERSITY-KINGSVILLE



MISSION

The founding public institution of higher education in South Texas, Texas A&M University-Kingsville transforms lives and creates well-rounded leaders through a commitment to excellence in teaching and learning and the pursuit of research and discovery. With a focus on student success, the University offers high-quality undergraduate, graduate, and doctoral education. Our graduates advance the vitality of their communities, both locally and globally, with courage and integrity.

VISION

Students are the heart of our Javelina family. We will provide the highest levels of engagement in relevant and dynamic learning experiences that establish life-long success and multi-generational prosperity.

**WILDLY
IMPORTANT GOAL**

GROWING ENROLLMENT TO
10K *by* **2028**
STUDENTS

SHARED VALUES



- ★ We embrace a culture of genuine care and prioritize the success and well-being of our students, faculty, staff, and community.
- ★ Our commitment to caring is what makes us a Javelina Family.
- ★ We remove barriers on students' paths to transformation and success, fostering a sense of belonging and community.
- ★ We are guided by a strong sense of service and respect for one another.



- ★ Integrity, as the foundation for a culture of personal and collective accountability, guides our daily actions. We understand that our behaviors have far-reaching consequences.
- ★ We uphold the highest standards of ethical and responsible practices and behaviors.
- ★ We never settle for "That's not my job" when it comes to serving our students and each other.
- ★ We possess the courage to do the right thing.
- ★ Javelinas play fierce and play fair. We compete with integrity, respecting the rules and embracing fair play.



- ★ Pride runs through the veins of our university and we honor the Javelina legacy of transforming generations.
- ★ Like the mighty Javelina, we harness our tenacity, courage, and strength to thrive and fiercely defend our pack.
- ★ We embrace a collective responsibility, knowing that "It's our campus, my concern."
- ★ We carry the torch of our rich legacy forward, building upon the foundations laid by those who came before us.

SHARED VALUES



Innovation

- ★ Innovation drives us forward, propelling us to advance the frontiers of knowledge through discovery and interdisciplinary collaboration.
- ★ We foster an environment where varied perspectives inspire ideas and approaches.
- ★ At our university, innovation goes beyond technological advancements and research. It encompasses novel approaches to leadership, teaching and learning, and creative scholarship.
- ★ We empower our students, faculty, and staff to think creatively, take strategic risks, and pursue bold ventures.
- ★ We constantly seek opportunities for strategic growth and partnerships. We proactively identify emerging trends, challenges, and needs, leveraging our expertise and resources to make a meaningful impact.



Excellence

- ★ Excellence is a lifelong journey, characterized by continuous improvement in all that we do.
- ★ We always strive to exceed expectations.
- ★ We set ambitious goals and systematically work to achieve them while understanding that the journey is defined by progress, not perfection.
- ★ We seek to be intentional and proactive as we assess our progress and strategically redirect our focus to ensure institutional success.
- ★ We celebrate our achievements along the way.



STRATEGIC PRIORITIES AND GOALS

PRIORITY – ACCESS

Goals: Recruitment and Onboarding, Educational Offerings and Modalities, Affordability, College-Going Culture and Community Partnerships

PRIORITY – SUCCESS

Goals: Retention, Completion, Post-Graduate Success

PRIORITY – TEACHING & LEARNING EFFECTIVENESS

Goals: Teaching Development for Quality & Innovation, Student Learning, College Readiness

PRIORITY – RESEARCH & INNOVATION

Goals: Research Performance Metrics, Research Administration, Research Culture

PRIORITY – OPERATIONAL EXCELLENCE

Goals: Employee Development, Compensation and Well-Being, Facilities, Technology Infrastructure, Safety, Healthy Financial Standing & Compliance



SCAN QR CODE TO VIEW
FULL STRATEGIC PLAN

