

STRATEGIC GOALS

East Texas Baptist University has adopted the following eight strategic goals to provide direction for the University. These goals are seen as strategic in the sense that they are long term and tend to define major outcomes several years in advance. Each of the goals, while primarily identifiable with a particular division of the University, is to be seen as institutional in scope. No single division has ownership of a particular goal, but rather all divisions, departments, and other units of the University share responsibility for the achievement of the goal, albeit to a greater or lesser extent.

To facilitate identification of the goals, each goal has been assigned a brief descriptive title. Following the goal statement are listed several representative, but not exhaustive, “means for achievement” of the goal. While the goal itself may be somewhat long term in nature, these means for achievement are more dynamic and can be viewed as strategies to be used to address the critical issue identified in each goal.

These goals and the means for achievement, when combined with the vision statement and mission statement, collectively comprise what is known as the University Strategic Plan.

1. Vision and Mission Advancement

Goal: To uphold the mission and vision of East Texas Baptist University and ensure that they are implemented in the planning process of every administrative, academic, and support unit of the University.

Means for Achievement

- A. Develop a means through which the Vision Statement and Mission Statement are prominently exhibited and communicated.
- B. Verify that each University goal statement is related to and supportive of the University Mission Statement.
- C. Verify that each objective of the University Master Plan identifies the goals it relates to and supports.

2. Academic Program Improvement

Goal: To strive for excellence in the academic program.

Means for Achievement

- A. Develop and implement operational plans to improve existing academic programs and explore new academic initiatives.
- B. Establish objectives and desired student outcomes that will result in continuous improvement in academic programs.
- C. Revise current academic majors/minors and create new undergraduate and graduate program opportunities that support the University’s mission and goals.
- D. Establish and document levels of learning.
- E. Conduct periodic program reviews to identify strengths and opportunities for

improvement.

- F. Emphasize faculty professional development.
- G. Improve the academic credentials of the faculty.

3. Improvement of Learning Environment

Goal: To improve the environment for learning and achievement.

Means for Achievement

- A. Assure classrooms and laboratories enhance the learning environment.
- B. Promote active student involvement and responsibility in the learning process.
- C. Encourage and reward excellence in teaching.
- D. Promote faculty, staff, and administration involvement in campus and student life.
- E. Promote opportunities for learning communities.
- F. Support additional opportunities for student and faculty research in preparation for initiation of graduate and post baccalaureate academic programs.
- G. Provide opportunities for international and cross cultural learning experiences.

4. Improving Administrative and Financial Management

Goal: To meet financial, physical, and administrative needs of the University.

Means for Achievement

- A. Maintain a balanced budget, provide conservative revenue projections, and ensure timely financial reports.
- B. Allocate resources for University programs and personnel.
- C. Develop and implement a plan to provide safe, functional, and attractive facilities.
- D. Manage human resource services to the University.
- E. Identify and address campus informational technology needs.

5. Improving Enrollment Management Services

Goal: To assure desired enrollment levels and provide students efficient and effective services from recruitment through graduation.

Means for Achievement

- A. Implement strategies to recruit students that will persist to graduation.
- B. Establish strategies to recruit a diverse student body.
- C. Provide financial assistance to student following established recruitment goals and strategies.
- D. Provide an efficient registration and advising process.

6. Enhancement of University Support and Image

Goal: To secure financial support and promote the University.

Means for Achievement

- A. Seek financial support from trustees, alumni, friends, volunteers, corporate foundations, and organizations.
- B. Provide opportunities for development of lifelong relationships with alumni.
- C. Promote a positive image and reputation of the institution.
- D. Improve communications with University constituencies and the public.

7. Enhancement of the Community of Faith

Goal: To provide significant programs and activities that integrate the spiritual and intellectual growth of the University as a community of servant leaders and scholars.

Means for Achievement

- A. Provide worshipful and relevant Chapel programs.
- B. Provide a program of theologically sound and practical training in applications of ministry.
- C. Provide mission opportunities that encourage ministry, global awareness, and a Biblical world view.
- D. Provide opportunities for nurturing relationships between the University, churches, and denominational entities.
- E. Encourage a more seamless integration between faith and learning within the University community.

8. Enhancement of Student Life

Goal: To promote the academic, professional, spiritual, physical, personal, and social development of students.

Means for Achievement

- A. Provide an environment that supports and encourages students in their academic progress.
- B. Provide students guidance in their spiritual, personal, and social maturity.
- C. Support and encourage leadership roles on campus.
- D. Teach, model, and develop a philosophy and lifestyle based in Christian values.
- E. Encourage students to accept responsibility for decisions and actions.
- F. Instill in students a service orientation, including service to the campus, the community, and the world.
- G. Provide opportunities in athletics and co-curricular experiences that engage students in the comprehensive collegiate experience.

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