

03.01.99.R0.02 Strategic Planning

Revised April 17, 2026
Next Scheduled Review: April 17, 2031



Procedure Summary

East Texas A&M University (University) is committed to strategic planning for systematic and continuous institutional improvement. Planning and evaluation at the University will be systematic, university-wide, integrated, and aligned with the University's mission and values to accomplish its vision. Under the direction of the President, the University will organize its human, physical, and fiscal resources to carry out its mission through formal strategic planning processes. Strategic Planning will be an ongoing activity with strategic plans developed for the University and its Colleges, as guided and shaped by the institution's mission statement.

This procedure supplements System Policy *03.01 System Mission, Vision, Core Values, and Strategic Planning*.

Procedures and Responsibilities

1 STRATEGIC PLANNING

- 1.1 Under the President's direction, the University will review its strategic plan on an annual basis to determine the level of accomplishment of the strategic planning goals.
- 1.2 The overall University Strategic Plan will provide direction for decision-making, budget allocation, and the coordination of activities at all levels. It will also allow faculty and staff to participate university-wide in shaping the institution's goals.
- 1.3 The President, with consultation from the Chief of Staff, who works cooperatively with the Provost, will ensure the University Strategic Plan is aligned with any existing Texas A&M University System strategic plan(s), as well as any Texas Higher Education Coordinating Board, or other state-wide strategic plan(s).

2 UNIVERSITY MISSION

We Transform Lives

3 UNIVERSITY VISION

As a premier institution of higher education in East Texas, we are a student-ready university leading in social mobility and achieving academic excellence in a wide range of traditional and interdisciplinary programs, serving as a national leader in the advancement of competency-based education. We advance knowledge through impactful research and creative activity that benefits the region in which we serve and beyond. Recognized nationally for our innovative spirit and unique rural-urban identity, we promote an environment where all are valued, providing access and opportunities to ensure student success, career preparedness, and professional development for all members of the university community.

4 UNIVERSITY STRATEGIC PLANNING COMMITTEE

- 4.1 The President's Executive Team will serve as the University Strategic Planning Committee. It will be supplemented by various topical ad hoc committees or task forces with membership of subject-area specialists. In preparation for a new Strategic Planning cycle, the President's Executive Team will review and analyze available national and regional higher education trends, data relevant to progress toward goal achievement, and other related data and factors that are likely to affect the institution's strategic planning goals and their achievement over the next five years.
- 4.2 The University's strategic planning cycle will be based upon a five-year cycle to coincide with The Texas A&M University System cycle. Each University Strategic Plan will be developed for a five-year period, with provisions for adjustments at each annual cycle based on the evaluations of goal achievement or changes in the university's needs. A new strategic plan will be developed every five years.
- 4.3 The President will provide the charge to the Strategic Planning Task Force, which will determine which ad hoc committees are necessary for planning and which subject-area specialists should be invited to participate in the strategic plan update.

5 ADMINISTRATIVE RESPONSIBILITY

The President is responsible for the strategic planning process in the context of existing system policies and university procedures, in consultation with the Office of the Chancellor and Board of Regents.

Related Statutes, Policies, or Requirements

System Policy [*03.01 System Mission, Vision, Core Values, and Strategic Planning*](#)

Revision History

Approved: January 10, 2014
Revised December 17, 2019

Contact Office

President's Office
903.886.5013