

Texas A&M University at Galveston

2011 – 2015 Strategic Plan

<http://www.tamug.edu/StrategicPlan>

TAMUG Mission Statement

Texas A&M University at Galveston is a special-purpose institution of higher education for undergraduate and graduate instruction in marine and maritime studies in science, engineering and business and for research and public service related to the general field of marine resources. The institution is under the management and control of the Board of Regents of The Texas A&M University System, with degrees offered under the name and authority of Texas A&M University at College Station.

Philosophy and Core Values

Texas A&M University at Galveston (TAMUG) is committed to being the premier university for ocean and coastal studies on the Gulf Coast by providing enriching educational, research and service programs. TAMUG is a branch campus of Texas A&M University (TAMU), a tier one research institution. With an enrollment less than 2,000 students, the TAMUG campus culture is strongly influenced by both research as well as a small college atmosphere. The special purpose designation of the Galveston campus supports the Sea Grant mission of Texas A&M University (designated September 17, 1971). TAMUG is further committed to maintaining a high quality and dynamic learning community, enhancing the campus infrastructure, and fostering a diversity of student experiences. In addition, TAMUG is committed to ensuring that the Texas Maritime Academy is the premier Merchant Marine Academy in the United States. These commitments are driven and focused through the dedication TAMUG has to the six core values of Texas A&M University:

Excellence	Integrity	Leadership
Loyalty	Respect	Selfless Service

TAMUG strives for excellence in all endeavors. TAMU's Vision 2020 and the Academic Master Plan guide campus operations, research and academics. TAMUG offers many opportunities to excel in programs such as the Center for Beaches and Shores, Texas Institute of Oceanography, Coastal Zone Laboratory, Texas Maritime Academy and many other. TAMUG strictly adheres to the Aggie Code of Honor. It embodies the core value of Integrity. "Aggies do not lie, cheat or steal; or tolerate those who do."

The core value of leadership is integral to the campus cultures and can be evidenced in the classrooms, residence halls, organizations, research laboratories and external community organizations. This Aggie Spirit creates leadership opportunities on campus through numerous student led programs including the SALT (Sea Aggies Learning Traditions) Camp, Big Event, Honors program, Undergraduate Research Scholars and a host of student organizations. The

small campus is an optimal environment for every student to find a means to participate and gain leadership experience.

TAMUG maintains a deep respect for the traditions and values of Texas A&M University. Aggie traditions are remembered, encouraged and practiced in Galveston with Muster, Big Event, yell practice, Silver Taps, Elephant Walk, as examples. It is with great pride that TAMUG students proudly wear the Aggie Ring and upon graduation join the ranks of those who went before them and are inducted into the TAMU Association of Former Students. Loyalty and respect for our traditions and each other are the corner stones of the campus community. From the diversity of people drawn to TAMUG and the interdisciplinary nature of the marine and maritime disciplines studied, Sea Aggies deeply respect and appreciate what makes each person unique and what ties us together.

TAMUG and TAMU are predicated on the idea of serving the people of Texas, the country and even the world. At TAMUG our students, faculty and staff are encouraged to be involved in campus, community and professional service organizations. Due to the small campus size, there is a strong personal connection among the students, faculty and staff. These relationships foster informal communication and allow for individual strengths and interests to be fit to needs and opportunities in learning, research, service and leadership.

The proximity to the Gulf of Mexico as a window to the sea has enabled TAMUG to focus the academic, research and student opportunities into a unique marine and maritime experience that TAMUG alone can offer. This advantage is enhanced by the island atmosphere of the campus, enabling each student, staff and faculty member to enjoy the academic and recreational aspects of coastal life. The resounding love and respect for the ocean, its inhabitants, and the global markets created by marine and maritime trade coupled with the traditions of Texas A&M bind and define the community of Galveston Aggies.

As part of TAMU, TAMUG engages in the University's overall planning process and fully supports the strategic goals set forth in *Vision 2020 and the Academic Master Plan*.

TAMUG Strategic Goals and Strategies

TAMUG will strive to be a **preeminent academic community**, emphasizing marine related studies, while enhancing uniquely competitive programs to support the external stakeholders.

- Recruit preeminent faculty to foster faculty development and increase diversity.
- Become the premier institution on the Gulf Coast for marine research and graduate programs.

Supports TAMU Vision 2020 Imperatives I, II, III, VI, X, XI, and XII.

TAMUG will maintain a **high quality & dynamic student learning community**.

- Develop a student learning environment consistent with the Academic Master Plan and University Quality Enhancement Plan.

- Expand enrichment experiences for students including advising, mentoring, hybrid courses, honors, and programs to facilitate transition from high school to college and success to graduation.
- Improve the academic, research and outreach visibility of TAMUG locally, as well as through the state and nation.

Supports TAMU Vision 2020 Imperatives II, III, V, VII, XI, and XII .

TAMUG will **foster diverse student experiences**, global citizenship and enhance student engagement in community outreach and development.

- Improve overall campus communications and involvement.
- Recruit and retain professional staff to meet the increasing needs of the student population.
- Utilize waterfront facilities, undergraduate employment and internships, leadership opportunities, wellness programs, development, weekend programs, athletics and Former Student networks to build resources and capacity for increased engagement resulting in student persistence.

Supports TAMU Vision 2020 Imperatives III, VI, VIII, IX, and XII.

TAMUG will **enhance the campus infrastructure**, consistent with the Campus Master Plan, to accommodate the residential, recreational, academic and research development; including facility needs, campus safety and beautification while maintaining energy conservation in an eco-sensitive manner.

- Upgrade, enhance, and expand the residential and recreational facilities on campus, including the training ship, library and physical education facilities and the infrastructures to support the expansion.
- Stabilize and strengthen campus infrastructure especially related to energy conservation.

Supports TAMU Vision 2020 Imperatives VIII, XI, and XII.

The Texas Maritime Academy will be the **premier Merchant Marine Academy** in the United States of America.

- Convert and make ready for sail the U.S.T.S. Texas Clipper.
- Reestablish the Identity of the Texas Maritime Academy on campus and grow enrollment as facilities permit.

Supports TAMU Vision 2020 Imperatives III, V, VI, VII, VIII, IX, and XII.

TAMUG will be the **premier ocean and coastal studies research organization** on the Gulf coast.

- Encourage programs that fully utilize the capabilities of the new Ocean and Coastal Studies Building, the Powell Marine Engineering Complex and waterfront facilities.
- Improve the research visibility of TAMUG in the local community, state and nation.

Supports TAMU Vision 2020 Imperatives I, II, VI, VII, XI, and XII.

DRAFT Metrics

- Continued growth toward 3,000 students.
- Expansion of graduate student population to approx 10% of total population.
- Expansion of ethnically diverse student population to approx 25% of total population.
- Expansion of Texas Maritime Academy population to approx 400.
- Increased population of top ten percent admission to 5% of incoming freshman admission.
- Increased population of honors eligible freshman.
- Increase one year persistence rate (TAMUG only) to 65%.
- Increased 6 year graduation rate (TAMUG only) to 45%.
- Complete conversion of USTS Texas Clipper to resume operations by 2012.
- Create uncommitted reserve balances approx 50% of one year operating budget.
- Expand campus area residential facilities to 68 % of total undergraduate population.
- Ensure 100% of academic programs sustain assessment programs.
- Increase faculty membership in national academies to 3.
- Increase number of endowed chairs to 8.
- Increase financial endowment to \$25 million.
- Increase research expenditures to _____.
- Decrease undeclared undergraduate population to less than 10%.
- Decrease freshman academic deficiency rate to less than 25% (while maintaining quality).
- Increase courses with some framework using instructional technology to 80%
- Increase graduates involved in undergraduate research to 90%.
- Increase graduates (undergraduate programs) with an international experience to 70%.
- Increase to at least 50% of all students have an on the water experience every semester.
- Maintain administrative cost ratio below 12%.