

Texas Southern University

STRATEGIC PLAN

2025-2030

Strategic Plan Framework

In his first State of the University address in 2024, President Crawford outlined a vision for the future of Texas Southern University, identifying three core principles to guide action steps: "Renew, Enhance, and Expand". These principles serve as the framework for this strategic plan.

Renew

Texas Southern University will *modernize* core academic programs, operational functions, and technological systems to align with the evolving needs of students, faculty, staff, alumni, and employers.

Enhance

Texas Southern University will *innovate* in academic programs, support services, and systems for greater efficiency, effectiveness, impact, and opportunities for interdisciplinary collaboration internally and externally.

Expand

Texas Southern University will *grow* the institution's footprint through new market exploration, expanded partnerships, and new and innovative areas of academic, research, and operational excellence for all populations of students and learners.

Strategic Plan Core Values

The strategic plan is guided by a set of core values that highlight the specific behaviors needed to achieve the plan's priorities.



Excellence

We maintain the **highest standards** in all that we do, continuously striving for progress, knowledge, and achievement to enhance our legacy as a leading institution in Texas and the world.



Accountability

We operate with the highest level of **integrity and transparency** that empowers us to be responsible for every action while steadfastly pursuing excellence, and to trust our colleagues to do the same.



Innovation

We cultivate a culture of **bold innovation with entrepreneurial thinking** to pioneer and bring to life new ideas that present transformative solutions for society's most pressing challenges.



Precision

We foster a culture of **keen focus and accuracy** to ingrain the power of teamwork and to create a system where interdisciplinary approaches that leverage different perspectives can tackle complex challenges thoroughly and drive meaningful impact.

Priority Areas of Focus



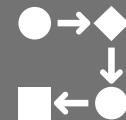
Student Achievement & Outcomes

Texas Southern will prioritize student success and ensure all students are supported in achieving their learning goals, developing market-relevant and in-demand skills, building strong character and progressing toward graduation or completion with strong post-graduate earning potential.



Academic Research & Innovation

Texas Southern will advance cutting-edge teaching, learning, and research practices responsive to evolving societal and economic demands; expanding access to quality education for every student, supporting workforce development in the region, and accelerating knowledge creation.



Operational Excellence

Texas Southern will foster an environment of highly effective, efficient operations that reflect a culture of institutional excellence and resilience that inspires students, faculty, staff, and administrators to perform at their highest potential.



Technology & Artificial Intelligence (AI)

Texas Southern will adopt and integrate digital tools and systems, emerging technologies including fast-paced and ever-evolving machine intelligence to enhance institutional agility and transform the academic and research enterprise.

Strategic Plan Components

The strategic plan is structured into key plan components that define how the institution will approach the mission, vision, and priorities set forth in this plan.

