HUSTON-TILLOTSON UNIVERSITY
5 Year Strategic Plan
2015-20
Cash Reserves

- Build Cash Reserves to $500K
- Contain costs
- Deploy strategic budgeting
- Develop alternative revenue streams
- Re-engineer processes and procedures
Six-Year Graduation Rates

- Increase the course completion rate
- Deploy early registration initiative
- Create course collaborative w/sister higher education institutions
- Create a ‘Last Mile’ campaign; provide financial support for last semester seniors
- Deploy a focused communication strategy for continuing students
Fundraising

- Launch a capital campaign to increase amount received
- P3 Partnerships
- Identify major initiatives
- Increase Board engagement in fundraising efforts
- Build a fundraising team
1st & 2nd Year Retention Rates

- Increase to 80%
- Develop best practice advising programs
- Develop a ‘summer academy’; move freshmen to sophomore, etc.
- Re-design the FYE curriculum; increase the quality of instruction (more HT faculty teaching)
- Specialized sections (leadership, biology, computer science, etc.)
- Enhance the student life experience
Community Engagement

- Increase the number of collaborations with sustainable and reciprocating partners
- Create a 30-Mile radius asset map to identify potential engagement opportunities
- Increase the number of board/commission appointments for HT faculty/staff
- Host faculty/staff sponsored workshops and/or symposiums
Enrollment

- Increase enrollment by 15% – 1,200
- Increase the number of transfer students
- Revamp recruitment/admission recruitment efforts – outside of TX, rural TX
- Strategically leverage financial aid resources
- Leverage ‘Ram Radar’ asset
- Enhance the student life experience