

University of Houston Clear Lake

Strategic Objectives

1. Improve Value of Diversity and Inclusion

Improve value of diversity and inclusion by fostering a campus culture that promotes an environment of respect and appreciates individual differences along varying dimensions thus minimizing cultural biases and systemic inequities.

Intended Results:

- Improve foundational understanding of diversity

2. Improve Technology

Recognize the central role that technology plays in both the academic and support units across the institution by enhancing the use of emerging technology.

Intended Results:

- Increased capacity for exploring new technology

3. Improve Learning Resources

Develop resources that will enable the community-at-large to achieve their academic and career goals, such as internship opportunities, career advising, professional development, study support, study abroad opportunities and faculty engagement in student spaces. Increase on and off campus resources that will enhance experiences for traditional and non-traditional students.

Intended Results:

- Increased scholarship opportunities through increase of funding (A)
- Improved experiential learning (B)
- Increased number of program opportunities (C)

4. Improve Workload Management

Create work environments for faculty and staff that align with their duties, incentivize creativity, break down silos and strive for efficiency.

Intended Results:

- Improved alignment between employee workloads and responsibilities
- Improved alignment between workload metrics and performance

5. Improve Campus Diversity

Develop competencies and capacities that recognizes individuals and groups with diverse backgrounds and experiences and infuses diversity into learning, training and outreach opportunities as a means of increasing critical and flexible thinking skills, use of multiple perspectives, global awareness and cross-cultural competency.

Intended Results:

- Increased student, faculty and staff engagement in diversity and inclusion initiatives
- Enhanced integration of diversity across university activities

6. Improve Collaborative Community Presence

To improve alignment of resources with priorities and increase revenue, UHCL must create innovative, collaborative programs which engage our internal and external partners while valuing diversity and inclusiveness. Collaborative partnerships focus on increasing the scope of university initiatives and engaging key participants in achieving its mission.

Intended Results:

- Constituents participate in collaborative programming
- Leverage and increase the number of collaborations with external partners

7. Improve Student Experience Process

Increase access, success and engagement pathways for all types of students, including domestic, international, residential, commuter, graduate and undergraduate students.

Intended Results:

- Improve and increase campus activities and initiatives to enroll, retain and graduate students
- Improve the development of student marketable skills with new learning opportunities

8. Improve Business/Academic Operations

Increase productivity for all resources required to support business and academic operations.

Intended Results:

- Access to Data Warehouse
- Access to Data Visualization Tools
- Managers have process improvement targets

9. Improve Communication

Create a multi-channel learning of sharing information with internal and external audiences. Provide guidance and instruction to all university partners regarding how we may effectively and efficiently communicate university messaging. Include personnel from across the institution in the process of creating, disseminating and implementing communications processes.

Intended Results:

- Use at least three channels for all communication efforts
- Align enrollment communications with recruitment/retention goals
- Consistent messages are created and disseminated

10. Increase Revenue

Generate new direct revenue that exceeds the value of resources required to implement those strategic initiatives.

Intended Results:

- Increase and retain student enrollment
- Increase non-tuition revenue

11. Improve Alignment of Resources with Priorities

Knowledgeable and skilled faculty, staff and administrators created through an environment that actively encourages continued development to support the University's strategic goals.

Analyze scores to make measurable decisions that ensure the alignment of programs and initiatives with strategic objectives.

Intended Results:

- University initiative process aligns resources with alignment score
- Annual gainsharing model based on metric achievement based on department strategic target.
- Annual stretch goals.

12. Reduce Costs

Develop and implement processes that reduce the resources, per outcome, required by the program. Optimize resources and operations to reduce operating costs.

Intended Results:

- Decreased average operating costs

13. Improve UHCL Experience

The UHCL experience is about increased partnerships with alumni, improved student demonstration of acquired skills and experiences, and increased faculty and staff connections with students through research, instruction and service learning.

Intended Results:

- Increased integrated learning opportunities among faculty, staff and students

14. Improve Innovation

Support opportunities that foster an environment that promotes the creation of new and/or improved solutions to real-world problems, issues or challenges. This innovative culture requires creativity, multiple perspectives and expertise, flexibility and willingness to embrace risks.

Intended Results:

- Develop academic and service opportunities that are solution-focused, creative and include multiple perspectives
- Increase collaborative partners

15. Increase University Recognition

Increase the university's presence as an educational opportunity, community resource, online service provider and regional economic driver. Increase the university's presence as an educational content expert. Elevate the university's brand to be consistent across all platforms and audiences.

Intended Results:

- Maintained or improved university ranking
- Increased resources to support institutional development
- Internal and external brand recognition