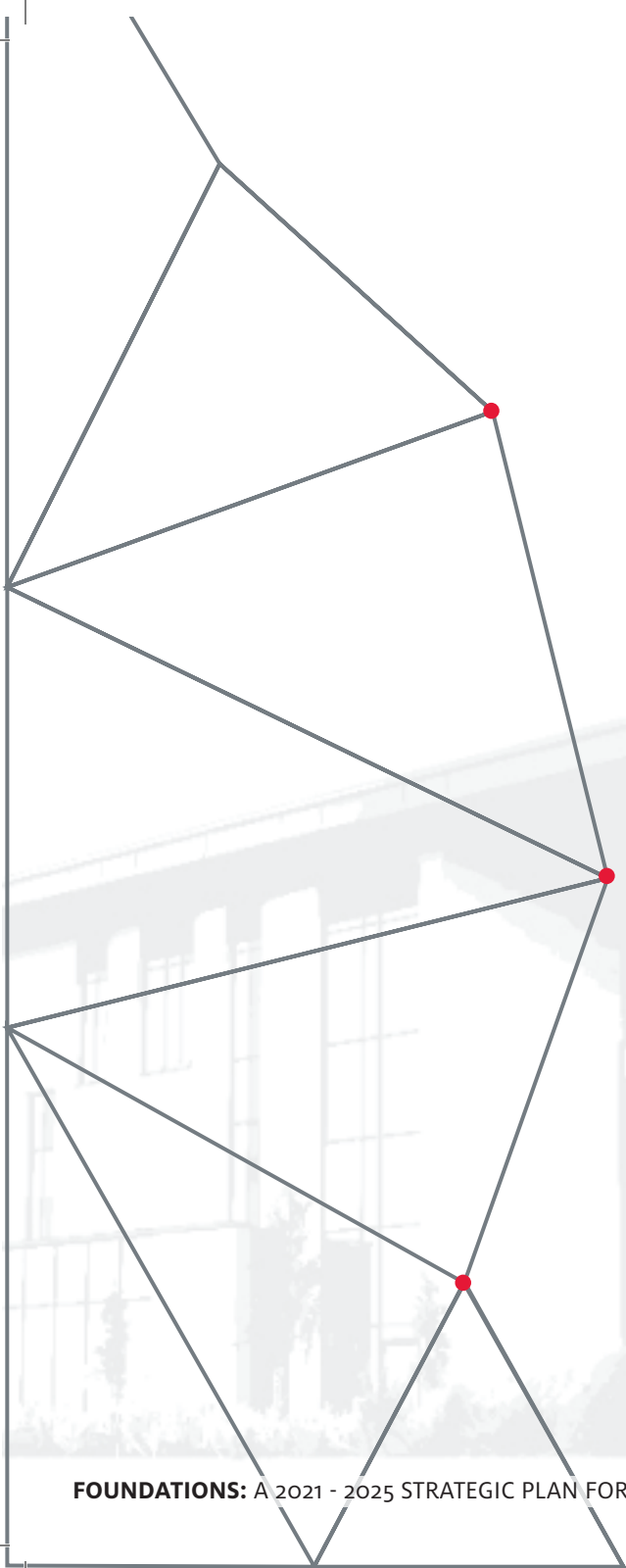




FOUNDATIONS

A 2021 - 2025 STRATEGIC PLAN FOR THE UNIVERSITY OF HOUSTON AT KATY



“
 The result is this ambitious plan that starts at the ground level, but extends beyond a new building.
 ”

A MESSAGE FROM

PROVOST PAULA MYRICK SHORT



It is my pleasure to share with you the Strategic Plan for the University of Houston at Katy.

The opening of the doors to the Katy Academic Building marked the culmination of much work from a dedicated group of people. Their data-driven and community-informed research and analysis resulted in meaningful plans that matched the needs of the Katy community.

The result is this ambitious plan that starts at the ground level, but extends beyond a new building. This plan rolls out a blueprint for success for this growing region and beyond.

Thank you to all those involved in creation of this strategy.

Paula Myrick Short,
*Senior Vice Chancellor for Academic Affairs,
 University of Houston System
 Senior Vice President for Academic Affairs and Provost,
 University of Houston*



02 MESSAGE FROM THE PROVOST
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WE ARE COUGARS

WELCOME TO THE UNIVERSITY OF HOUSTON AT KATY.

The charge for our strategic planning committee was to create the blueprint for higher education opportunities in our region. With the support and input of state and local community, industry and education leaders we began crafting a strategy that not only looked like Katy, but impacted Katy and beyond.

Our efforts spanned many months and required flexibility and patience as we accommodated honest comments, facts and data, feedback, and Covid-19. I am extraordinarily proud of what we have accomplished.

We have called this plan Foundations. We are at the beginning of UH at Katy. New building. New programs. New relationships. We are starting from the ground up, building student success, growth, identity and partnerships. We share the expectation of our region that this strong foundation will support our plans and shape future ambitions.

Jay Neal
 Associate Vice President,
 Academic Affairs and Chief Operating Officer,
 University of Houston at Katy





STEERING COMMITTEE

Jay Neal,
*Associate Vice President Academic Affairs,
Chief Operating Officer,
UH at Katy*

Richard Phillips,
*Community Outreach and Partnerships,
UH at Katy*

Beth Johnson,
*Executive Director, Public Relations &
Community Partnerships, UH at Katy*

Kathryn Tart,
*Dean,
UH College of Nursing*

Dan Maxwell,
*UH Associate Vice President,
Student Affairs*

Jagannatha (J.R.) Rao,
*Associate Professor,
UH Cullen College of Engineering*

The Honorable Bill Callegari,
Former Texas State Representative

Marisa Ramirez,
*Senior Director, University Communication,
UH at Katy*

Joel Chavali,
UH Cullen College of Engineering Student

Judy Korb,
Higher Education Facilitator



UNIVERSITY OF HOUSTON MISSION STATEMENT

The University of Houston draws strength from its diversity to transform lives and communities through education, research, service and innovation in a real world setting. UH is an engine for discovery, conversation and change that informs and leads local, state, national and global partnerships.

DEFINING STATEMENT

The University of Houston at Katy, a UH instructional site, supports the mission of the University of Houston and the shared vision of the region by committing its academic scholarship and civic leadership to create thoughtful, skilled leaders, and making local and global impact.



KEY PRIORITIES

OF THE UNIVERSITY OF HOUSTON AT KATY

- 1 STUDENT SUCCESS**
- 2 GROWTH**
- 3 PARTNERSHIPS**
- 4 IDENTITY**





KEY PRIORITY:

STUDENT SUCCESS



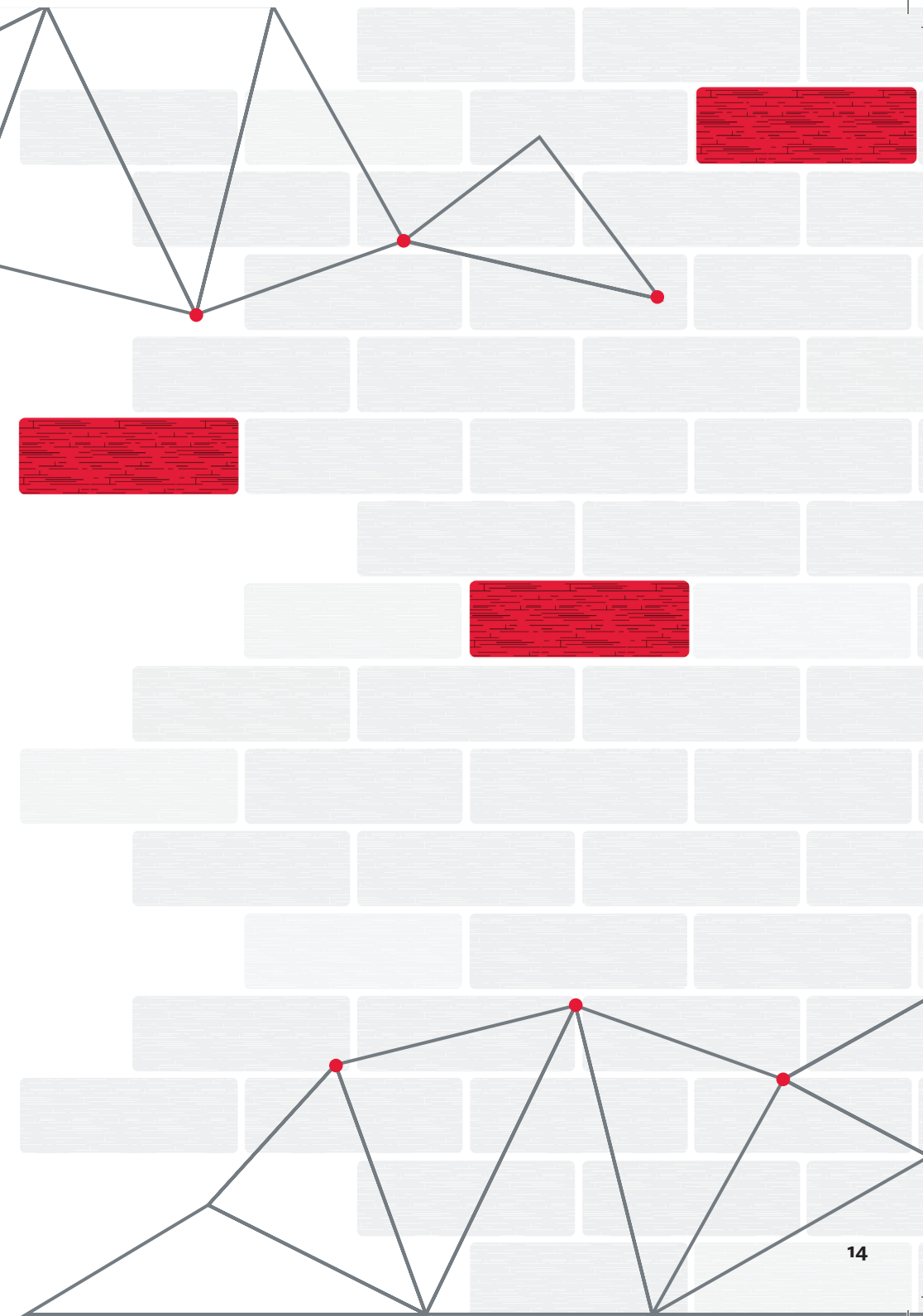
KEY PRIORITY: STUDENT SUCCESS

GOAL:

Engage, inform and listen to students as they pursue a full student-life experience, using all UH academic and student-life resources

INITIATIVES:

- Connect with students in conversation on their program & services needs by seating a Student Advisory Group with representation from the Colleges of Engineering and Nursing, by spring 2021
- Inventory current academic and student-life resources by conducting a Student Satisfaction Survey to align resources with identified student needs and wants, by fall 2021
- Compile data and student feedback to inform and develop an Academic and Student Services plan to promote student-life involvement, academic success and enrollment growth, by spring 2022
- Track student involvement each semester (UH, UHV)



KEY PRIORITY: GROWTH



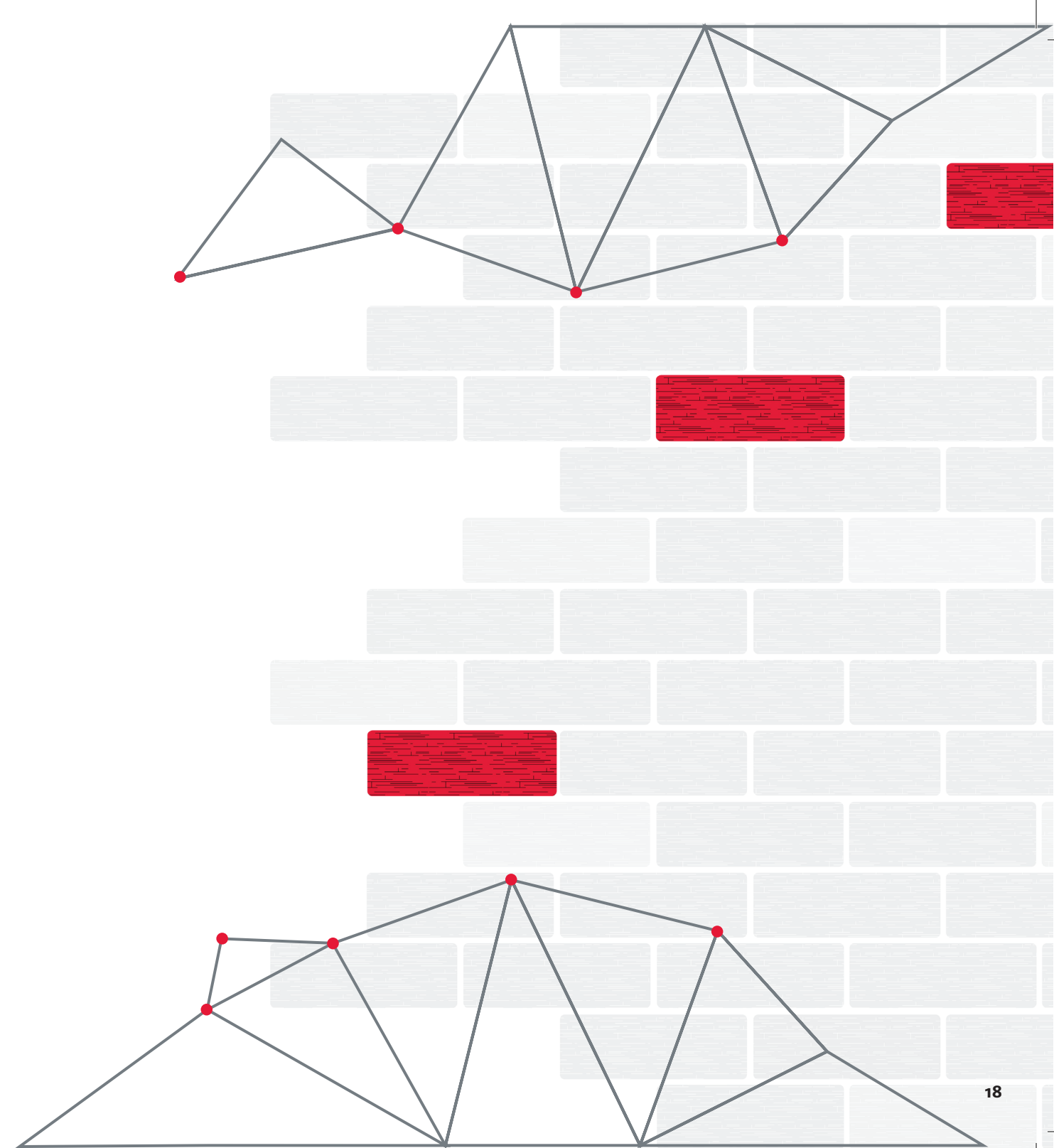
KEY PRIORITY: GROWTH

GOAL:

Increase enrollment of UH at Katy to 2,000 students by 2025

INITIATIVES:

- Commission studies to update our understanding of the Katy region as it relates to students and potential program offerings, by the end of 2021
- Based on results of studies, research and implement an expanded academic plan, in collaboration with deans of colleges at UH at Katy, that considers current and future academic offerings
- Create and implement a Strategic Enrollment Plan that includes current and future academic offerings, including support of Houston Guided Pathways to Success for community colleges





KEY PRIORITY:

PARTNERSHIPS

3

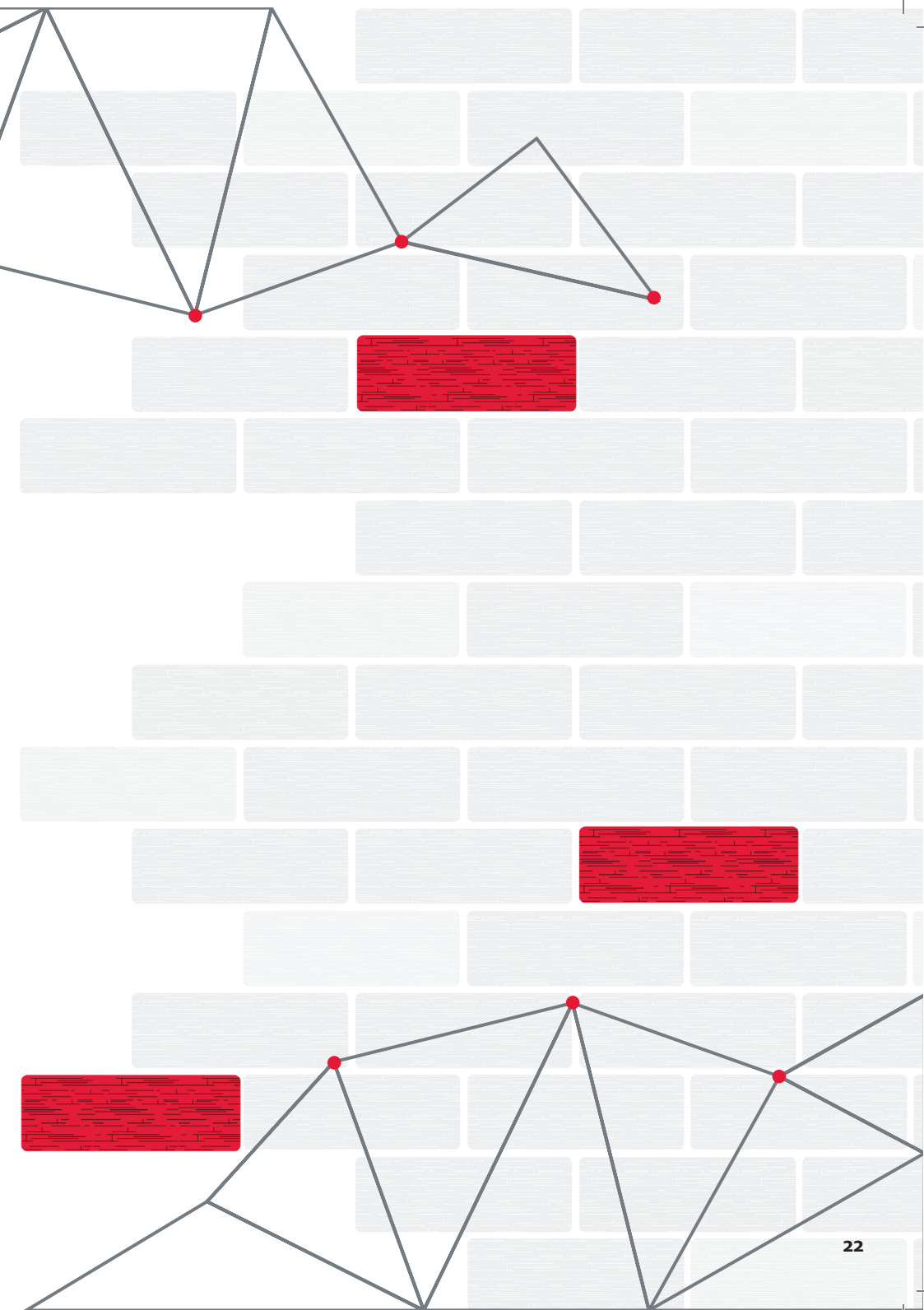
KEY PRIORITY: PARTNERSHIPS

GOAL:

Develop and nurture key community relationships through quality engagement and outreach activities

INITIATIVES:

- Build relationships and connections with key stakeholders in the greater Katy community relevant to academic programs
- By summer 2021, establish an advisory board for UH at Katy
- Identify and engage local UH alumni, donors and friends through targeted visits and activities
- Create working group opportunities with UH, UHV, HCC each year



UNIVERSITY of
HOUSTON
UHV UNIVERSITY OF
HOUSTON-VICTORIA

KEY PRIORITY:
IDENTITY

4

KEY PRIORITY: IDENTITY

GOAL:

Establish and communicate the University of Houston identity in Katy

INITIATIVES:

- Create a Strategic Communication Plan to articulate the mission of the University of Houston and promote the priorities and initiatives of UH at Katy, by summer 2021
- Implement strategy through 2025
- Develop strategies to implement communication-identified responsibilities of Strategic Enrollment Plan through 2025
- Seat an Instructional Site Communicators group, by summer 2021
- Collaborate with the Instructional Site Communicators group to create messaging guidelines through 2025



FOUNDATIONS

A 2021 - 2025 STRATEGIC PLAN FOR THE UNIVERSITY OF HOUSTON AT KATY



UNIVERSITY OF HOUSTON AT KATY

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