



Texas Wesleyan
UNIVERSITY



2025 STRATEGIC PLAN

MISSION STATEMENT

Texas Wesleyan University, guided by its deep Methodist heritage, provides transformational learning experiences and research opportunities to a diverse group of students to develop their full potential as individuals and as members of the world community.

The university's faculty and staff engage in scholarship and research that inform teaching and advance knowledge and understanding, as well as innovative teaching skills and delivery modalities to afford each student individual attention to develop critical thinking, analytical reasoning and creative problem-solving skills through a small community approach that allows tailored student experiences in and outside the classroom.

With a belief that a liberal arts and sciences education develops the mental agility and social awareness to elevate socioeconomic mobility, the university's faculty and staff are dedicated to facilitating success among students from all backgrounds in all levels of undergraduate, graduate, and professional programs in persisting to college degrees that enhance their own lives, the lives of their families, and the strength of their communities.



ENGAGE 2025
STRATEGIC PLAN

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ENGAGE IN

LEARNING

COMMUNITY

LEADERSHIP



ENGAGE IN LEARNING

We will engage in transformative learning with facilities and technology to support exceptional teachers who help students reach their full potential through a distinctive curriculum that focuses on knowledge, critical thinking, analytical reasoning, creative problem solving, and cross-cultural competencies that employers value.

Every member of the academy will strive to create an academic experience that fosters intellectual curiosity and the desire for lifelong learning in our students. Consistent with our liberal arts tradition, we must prepare students with critical thinking, analytical reasoning, and creative problem-solving skills for success in graduate school, professional careers, and beyond. We will provide students with diverse, high-impact educational, athletic, and co-curricular opportunities to encourage students to explore a variety of disciplines and careers. The recruitment and development of teaching faculty as outstanding scholar-mentors are essential to providing our students with the academic and personal support they deserve. We will create an engaging learning environment for students by continuously improving academic, athletic, and residential facilities and deploying technology in innovative and effective ways. Faculty, student support staff, and coaches will collaborate to nurture and guide students through the completion of their academic careers. Through exposure to a diversity of people, experiences, and global issues, we will prepare students to become leaders. We will offer high quality academic programs that are future-focused and accessible to a diverse population in order to serve our local and regional communities.





ENGAGE IN LEARNING | RIVER STORY THEMES

Lifelong learning

Critical thinking, analytical reasoning, and creative problem solving

Academic facilities

Athletic facilities

Residential facilities

Academic expansion and curriculum development

Diversity and inclusion

Experiential learning

Service learning and internships

Program modality expansion

Study abroad and international students

Student support, development, and retention

Tailored student experience

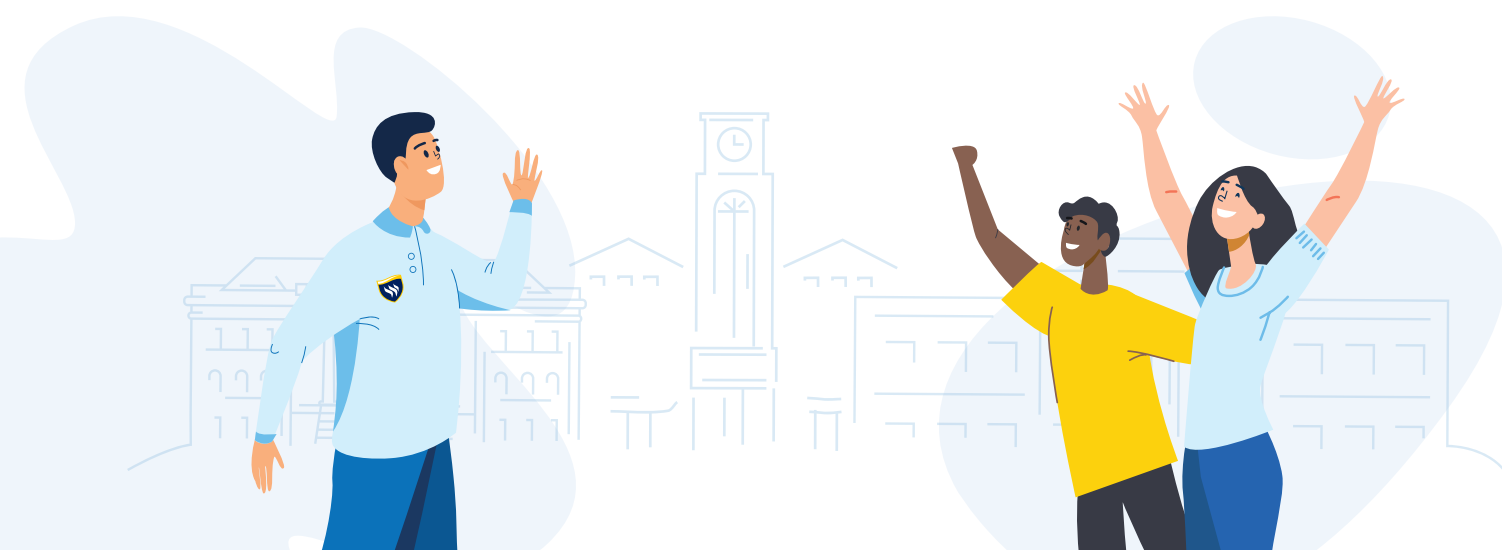
Technology and innovation

ENGAGE IN COMMUNITY

We will engage in community building with our students, neighbors, alumni, and the private sector to enhance diversity, inclusion, student life, civic responsibility, and economic opportunity empowering our students' success as well as revitalizing our campus and our neighborhood.

Each member of the university will strive to create and strengthen lasting and meaningful community connections. Faculty and staff will adhere to a growth mindset and institutional culture will be a driving force for professional development and well-being. We will facilitate strong and consistent student curricular, co-curricular, athletic, and extra-curricular engagement that will result in a holistic education that fosters an inclusive and global view of the community and a deep sense of civic responsibility. Graduates will leave Texas Wesleyan knowing how to build deep connections with their own communities and how to influence long-lasting positive change. The university will facilitate a continuation of meaningful connection with its alumni by creating activities and rewarding volunteer opportunities that inspire alumni to support the university's mission, celebrate its achievement, and strengthen its reputation.

Our community engagement will break boundaries extending far beyond campus to the surrounding neighborhood, region, and across the globe. The university will continue its partnerships to economically revitalize the community, creating opportunities for students, faculty, and staff to engage with local businesses and proprietors, leading to increased levels of mentorship through facilitated professional interactions, internship opportunities, athletic program mentoring, and experiential learning.





ENGAGE IN COMMUNITY | RIVER STORY THEMES

Community investment and economic revitalization
Corporate partnerships and professional community
Student engagement
Alumni development
Career preparation
Internships and experiential learning
Diversity and inclusion
Aesthetic and curb appeal
Mentorship
Global awareness
Professional development

ENGAGE IN LEADERSHIP

We will engage in leadership development by acting as an example for our students and by providing them with opportunities to connect academic experiences with on-campus extracurricular and athletic programming as well as off-campus alumni and professional interactions, enabling them to develop ethical discernment and become a driving force in making significant contributions to their professions and society.

Faculty and staff will engage in strong leadership, acting as role models for students. Leadership will be demonstrated through innovative, agile, and adaptive practices. Our co- and extra-curricular activities, including athletic programs, will build upon the students' academic experience by demonstrating institutional values of leadership, ethics, and civic responsibility. The development of leadership competencies will be a priority in all our programs and will nurture students' ability to be nimble and responsive to changes and challenges.

Students will thrive from the strength of professional connections to industry leaders as we facilitate experiential learning, internships, and athletic programming that will result in meaningful mentorship opportunities. Graduates will be prepared for leadership roles with invaluable experience in their respective professions and industries.





ENGAGE IN LEADERSHIP | RIVER STORY THEMES

Career preparation
Academic expansion and curriculum development
Strong athletic programs
Academic facilities
Athletic facilities
Residential facilities
Student development, support, and retention
Flexibility and adaptability
Mentorship
Professional development
Experiential learning and internships

KEY PERFORMANCE INDICATORS

1. Graduation rate comparable to peer group
 - 4/6/8-year measures
2. Graduation rate - Pell-eligible students comparable to peer group
 - 4/6/8-year measures
3. Retention comparable to peer group
4. Diversity, inclusion and equity outcomes
5. Career/Job placement
6. Enrollment goals for undergraduate, graduate and athletics
7. Composite financial index Fit Score of 5.0
8. Comprehensive campaign supporting facilities upgrades, athletic excellence, student scholarship, faculty enhancements, and program opportunities.
9. Capital improvements and modernization of facilities will coincide with the University's Facilities Master Plan, including athletic, academic, and residential projects.
10. Community/Engagement
11. Alumni Engagement



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