STRATEGIC PLAN

SECOND CENTURY

2026-2036

STEPHEN F. AUSTIN STATE UNIVERSITY

THE UNIVERSITY OF TEXAS SYSTEM

1 STUDENT EXPERIENCE

↗ STUDENT EXPERIENCE STRATEGIES

Ensure students have the opportunity for a transformative, student-centered experience that provides comprehensive support and an affordable education, and supplies a vibrant, engaging campus life — empowering every student to thrive personally and professionally before and after graduation.

1

Enhance Student Recruitment and Enrollment

2

Increase Financial Literacy and Aid

3

Strengthen Student Support and Retention

4

Enrich Campus Life and Social Engagement

2 ACADEMIC PROGRAMS

ACADEMIC PROGRAMS STRATEGIES

Refine academic programming to develop graduates who are versatile, creative thinkers with a broad range of skills — ready to thrive in a rapidly changing job market with the ability to solve complex, real-world problems.

1

Invest Strategically in High-Growth Academic Programs

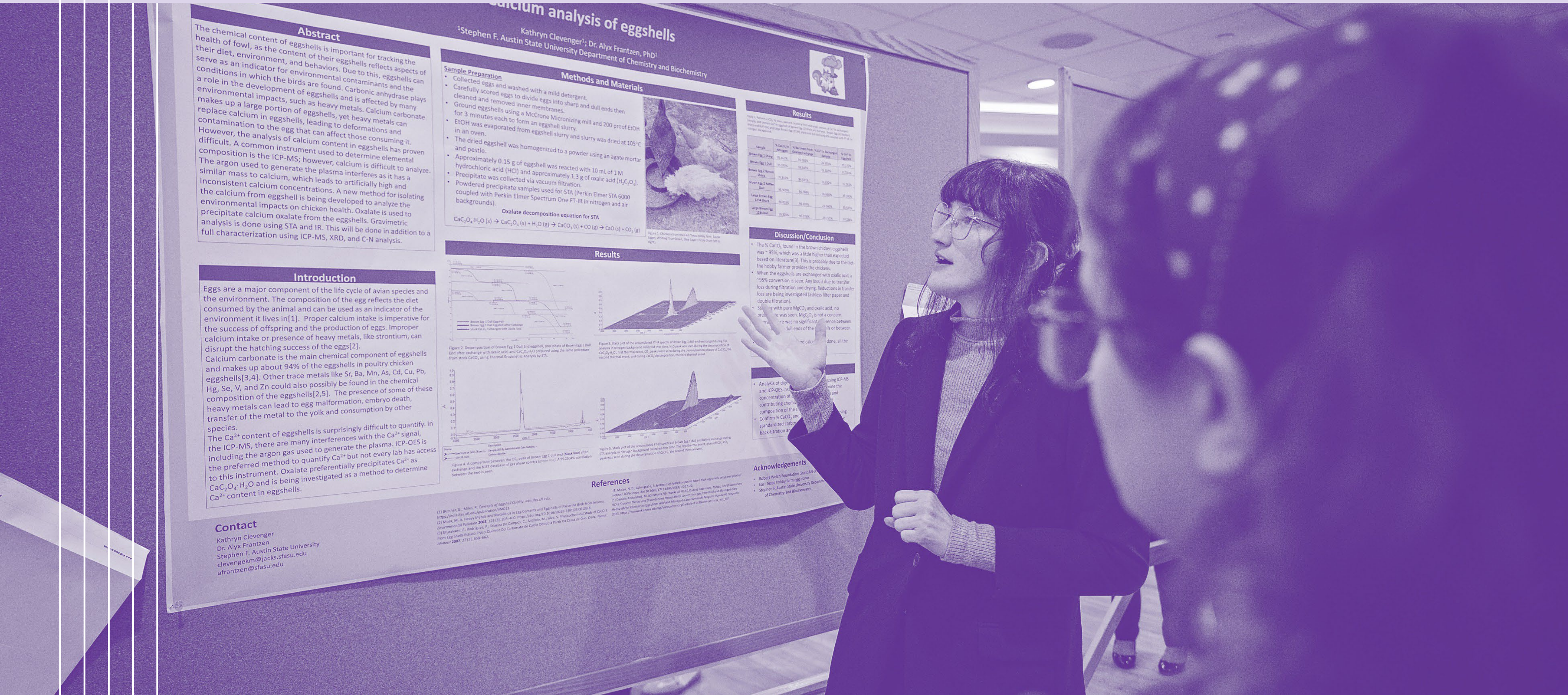
2

Elevate Career Readiness Through Real-World Experiences

3

Foster Cross-Program Innovation for Versatile Learning

3 RESEARCH AND CREATIVE ACTIVITIES



↗ RESEARCH AND CREATIVE ACTIVITIES STRATEGIES

Establish SFA as a nationally recognized hub for interdisciplinary research, scholarship, and creative excellence through strategic investment in infrastructure, partnerships, graduate education, and community engagement.

1

Promote a Culture of Student Research and Creative Achievement

2

Enhance Research Infrastructure and Faculty Support

3

Cultivate Interdisciplinary Centers of Excellence

4

Amplify Research Visibility and Community Impact

4 INNOVATION

INNOVATION STRATEGIES

Establish SFA as the regional hub for innovation that cultivates opportunities for students to meet the emerging needs of the future, allowing SFA to become the premier hands-on, experiential and service learning university that addresses the unique needs of our local and regional communities.

1

Partner with Business and Industry for Student Experiential and Service Learning Opportunities

2

Establish SFA as a Central Hub to Address Critical Needs of East Texas

3

Leverage the Economic and Population Growth within the Texas Triangle

5 WORKPLACE CULTURE

WORKPLACE CULTURE STRATEGIES

Foster an empowering environment that attracts and retains exceptional faculty and staff by championing professional growth and meaningful recognition.

1

Improve employee recognition

2

Enhance opportunities for professional growth

3

Recommit to clear, consistent, transparent communication and institutional shared governance

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NACOGDOCHES, TEXAS