

# VISION 2023

**Texas Southmost College** (TSC) is an institution of higher education that is still emerging from two decades of operation under The University of Texas at Brownsville. Now, in 2017-2018, under the leadership of new TSC President, Jesús Roberto Rodríguez, Ph.D., and with a Board of Trustees in place that has an interest in planning for the future, it is the appropriate time to work strategically.

At Texas Southmost College, strategic planning is a dynamic, collaborative, and continuous process that sets the future direction for the college, and ensures the long-term viability of our institution for our students and community.

In fall 2017, TSC identified and contracted Dr. Byron McClenney as a consultant to expedite the strategic planning process. The process of developing a strategic plan embraced transparency and sought to build consensus by including feedback from students, faculty, staff, administration, alumni, and community leaders.

TSC's strategic planning was launched in October 2017 with a workshop for the college's Board of Trustees. A framework for constituent conversations was presented and guiding questions were prepared for a series of focus sessions. All-inclusive sessions were held for students, faculty, staff, administrators, alumni, and community leaders.

The results of the discussions were presented at a college-wide event on January 8, 2018 which included information about the service region, workforce issues, and current and prospective students. Roundtable discussions about this information and subsequent discussions of Words for the Future, drawn from the November 2017 focus sessions, led to the production of Big Ideas by TSC's consultant.

A document was produced by TSC's consultant for consideration by President Rodríguez as the next step in the process and in preparation for a work session with the Board of Trustees on March 22, 2018. The desired outcome was a document to guide work that will impact how the institution plans and budgets for the next three to five-year period.

Intended to provide strategic direction for TSC, the five goals for the 2018-2023 Strategic Plan are: Foster Student Success, Lead Regional Workforce Development, Enrich Student Experiences, Enhance Community Connections, and Invest in Each Other. These goals reflect the collective voices of all constituent groups.

To provide continuity and flexibility for the Strategic Plan, the TSC Board of Trustees and the TSC President will develop an annual review process to take into account the outcomes of the past year of work and the dynamic nature of the changing conditions and needs of the institution, industry and the communities which TSC services as the college moves forward to meet its vision, accomplish its mission, and uphold its values.



## VISION

Texas Southmost College will be a premier community college dedicated to student success.

## MISSION

Transforming our communities through innovative learning opportunities.

## VALUES

- Integrity
- Service
- Innovation
- Access
- Excellence
- Success


## CONNECT WITH US



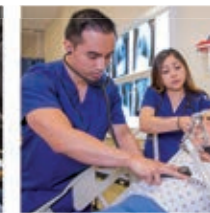
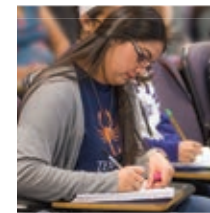
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**TEXAS**  
**SOUTHMOST**  
**COLLEGE**

Texas Southmost College does not discriminate on the basis of race, color, sex, national origin, religion, gender, disability, age, or military status in its programs and activities and provides equal access to services and other programs at the College.

## STRATEGIC GOAL #1 FOSTER STUDENT SUCCESS

### STRATEGIES

- Develop pathways with degree plans to move students to completion.
- Focus on non-traditional/adult students.
- Develop a tuition and fee structure to become the best value in the Rio Grande Valley.
- Increase engagement of faculty in student advising.
- Provide a Freshman Seminar (student success course: ORINO101) for all FTIC students (mandatory for all freshman and those transferring with less than 12 SCHs).
- Mandate student participation in a high quality orientation.
- Expand articulation agreements with universities.
- Focus on literacy across the curriculum.
- Holistically address the social issues faced by students.
- Employ high impact strategies and services in academic and student support.
- Create an Honors Program.
- Support more collaboration between full-time and adjunct faculty.
- Have a strong Center for Teaching and Learning.



## STRATEGIC GOAL #2 LEAD REGIONAL WORKFORCE DEVELOPMENT

### STRATEGIES

- Work with employers to develop programs and internships that are aligned with job market demands (e.g., trades, welding, solar, and wind turbines, etc.)
- Strengthen and develop partnerships with business and industry.
- Tailor marketing efforts to reach employers in the service region.
- Pursue embedded industry certifications and third party program accreditations.
- Expand continuing/community service education offerings.
- Create a systematic way to evaluate program viability.
- Identify and promote marketable skills.

## STRATEGIC GOAL #3 ENRICH THE STUDENT EXPERIENCE

### STRATEGIES

- Enhance teaching and learning spaces with updated equipment, furniture, and technology to reflect a collegiate environment.
- Enhance student engagement outside the classroom.
- Provide transportation to and from ITECC.
- Provide food services on campus.
- Create off-site instructional sites in cooperation with K-12 and community partners.
- Maximize the use of learning technologies (ex: Canvas).
- Conduct a study regarding the adequacy of library services.
- Develop a robust college and programs of study marketing plan.



## STRATEGIC GOAL #4 ENHANCE COMMUNITY CONNECTIONS

### STRATEGIES

- Increase the number of college sponsored events for the community.
- Establish a TSC/Fort Brown Information Center (provide memorabilia and tours).
- Hold camps for middle and high school students.
- Support an Academy for Lifelong Learning.
- Initiate an alumni association.
- Incorporate faculty into outreach programs.
- Develop a monthly online newsletter.
- Identify a sponsor(s) for the TSC Performing Arts Center.

## STRATEGIC GOAL #5 INVEST IN EACH OTHER

### STRATEGIES

- Develop a focused professional development program for all employees.
- Create an Adjunct Academy.
- Develop an onboarding program for new faculty and staff.
- Conduct periodic salary surveys in an effort to remain competitive.
- Support faculty in work on pathways, learning outcomes, and general education.
- Continue a tuition assistance program for employees.
- Undertake a process optimization effort across lines in the organization.

