A New Year
New Beginnings
Completing Part of the Journey
A Renewed Commitment to Excellence

UTA Leadership Meeting
August 27, 2018
Congratulations!

ACHS English teacher Jennifer Fuller is awarded The Milken Educator Award

MS. FULLER WINS THE 'OSCARS OF TEACHING'

UTA ranked No. 1 in Texas for adult learners

The University of Texas at Arlington is the top four-year university in Texas for adult learners who are over the age of 25, according to Washington Monthly’s 2017 College Guide.

Only three Texas institutions made the list. Washington Monthly ranked UTA among the top 50 in the U.S. for serving adult learners and No. 1 in Texas. UTA is also ranked by U.S. News and World Report as the top public university in the nation for graduating...
**Areas of Focus**

<table>
<thead>
<tr>
<th>Mandatory Criteria</th>
<th>‘16 &amp; ‘17</th>
<th>‘18</th>
</tr>
</thead>
<tbody>
<tr>
<td>(A) Emerging Research University</td>
<td>√</td>
<td>√</td>
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<tr>
<td>(B) Restricted Research Expenditures</td>
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**Optional Criteria (4 of 6)**

1. Endowment Funds
2. Number of PhDs awarded
   - √
   - ?
3. Freshman Class of High Academic Achievement
   - √
   - √
4. Institutional Recognition of Research Capabilities & Scholarly Attainment
   - √
   - √
5. High-Quality Faculty
6. High-Quality Graduate Education

**FY 18:** ≈$45 M

- Fundraising consultant, CCS
- New VP for Institutional Advancement

- Focused efforts on recruitment
UTA’s goal is to be the Model 21st Century Urban Research University bridging access & excellence at an affordable cost

*What got you here won’t get you there*  - Marshall Goldsmith

*A good hockey player plays where the puck is. A great hockey player plays where the puck is going to be*  - Wayne Gretzky
Priorities

1. Attaining Tier 1 status & retaining R-1 status
2. Student success
3. Positioning as a pre-eminent globally ranked university
4. Enhancing & enlarging the UTA knowledge continuum
5. Substantially increasing effectiveness & efficiency of operations, including through being a data driven university
6. Being a “Community that Cares” & living by our “Principles of Community”
7. Substantially enhancing “Customer Service” across UTA
8. Increasing engagement with the communities we serve
### Key Overall Projects

<table>
<thead>
<tr>
<th>Project</th>
<th>Responsible Parties</th>
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</thead>
<tbody>
<tr>
<td>Research Enhancement (reaching Tier 1)</td>
<td>Duane</td>
</tr>
<tr>
<td>Student Success (graduation rates, degree attainment)</td>
<td>Teik/Ashley/Lisa</td>
</tr>
<tr>
<td>Strategic Communications, Web &amp; Positioning</td>
<td>Dee/Jeff J&amp;N/Joe</td>
</tr>
<tr>
<td>UTA Digital &amp; Online Strategy</td>
<td>Teik/Teresea</td>
</tr>
<tr>
<td>The Knowledge Continuum</td>
<td>Teresea/Ashley</td>
</tr>
<tr>
<td>Data Enterprise</td>
<td>Pete/Kelly</td>
</tr>
<tr>
<td>LMS</td>
<td>Teik/Teresea</td>
</tr>
<tr>
<td>Revitalizing the Recruitment Enterprise</td>
<td>Troy/Teik/Lisa</td>
</tr>
<tr>
<td>Climate &amp; Customer Service</td>
<td>Jean/Salma</td>
</tr>
<tr>
<td>Organizational Effectiveness &amp; Revenue Models</td>
<td>Kelly/Jeff N</td>
</tr>
<tr>
<td>Increasing Gifts</td>
<td>Dee</td>
</tr>
</tbody>
</table>

*University of Texas Arlington*
Imperatives

1. Setting & achieving stretch goals (being behind does not mean resetting them at lower levels)

2. Starting immediately and not putting things off till they are critical (tomorrow is not just another day)

3. Focus on the future not the past as related to people, organization, structure & process (what got us here may not be what will get us ahead)

4. Work across boundaries collaboratively (increasing ones scope of authority is not the goal – achieving targets is)

5. Take responsibility & accept accountability (which also means speaking with one voice, ours, on decisions)
Institutional Scope of Work

1. Prepared in the form of a 5 year plan taking into consideration last year’s 5 year plan and the results of the most recent performance evaluation.

2. Align with key strategic institutional initiatives.

3. Organize around 2 specific themes:
   - Impact on & advance student success
   - Advance institutional success

- Explain:
  - Why each goal is important for institutional advancement reasons
  - How you plan to accomplish or make progress during the academic year towards accomplishing each priority goal.
Path Forward

1. Merge Strategic Plan efforts with completion of Institutional Scope of work
   - Set goals, targets, milestones, dates by Sept 8
   - Agree on individual unit targets by Sept 15
   - Complete Strategic Plan Input

2. Submit Institutional Plan of Work – October 8

3. Track, assess, improve…..(discuss every two months)

4. Achieve goals, hit targets – be the model 21st Century Urban Research University
Vanilla or Pistachio?
Vanilla or Chocolate?
Vanilla or …..?

Easy, comfortable, safe....
Or
Distinct, prestigious, impactful?