

WE ARE



TAMUSA 2030 | Strategic Plan



TEXAS A&M UNIVERSITY
SAN ANTONIO







Message from the President

Welcome to the next chapter of Texas A&M University-San Antonio. Our strategic plan, TAMUSA 2030, is more than a wish list of high-level aspirations; it is a focused roadmap designed to transform our campus into a premier destination for academics, research, innovation, and opportunity. Guided by six interconnected pillars—from academic distinction and student success to community impact and building a destination campus—we are forging a bold path forward. But this path cannot be taken alone. That's why, at A&M—San Antonio, we are *All In*—every person, every effort, every day. Together, we will reach our full potential and fulfill the promises we have made to ourselves and our community.

Sincerely,

Salvador Hector Ochoa

S. Hector Ochoa, Ph.D.
President





WE ARE

FOR EXCELLENCE

ACHIEVING ACADEMIC DISTINCTION

Goal 1: Establish a distinctive academic identity characterized by excellence and innovation

Achieving academic distinction begins with our shared commitment: every member of our community is *All In* for excellence. Together, we are creating an academic environment where innovative teaching, creative endeavors, and life-changing research thrive. We are empowering our faculty, elevating our research, and aligning our programs to solve the world's greatest challenges. Together, we will be a catalyst for change and impact, providing our students with the highest-quality education. Our objectives are ambitious, and so are the steps we will take to achieve academic distinction.

Our Objectives:

- Enhance contemporary curricula and expand transformative learning experiences
- Expand the research enterprise and strengthen support for scholarship and creative endeavors
- Align academic programs to address societal challenges and workforce needs

FOR OUR JAGUARS

SUPPORTING STUDENT SUCCESS

Goal 2: Prepare students for a lifetime of well-being, success, leadership and impact

Our students are our North Star. They guide everything we do, and our focus is always on their futures. Being *All In* for our Jaguars means fostering an environment where they are engaged, well-supported, and prepared to reach their goals. We call ourselves the Jaguar Family, and our family is focused on creating a community and sense of belonging. We are strengthening every aspect of the student experience, so they are ready for their next steps.

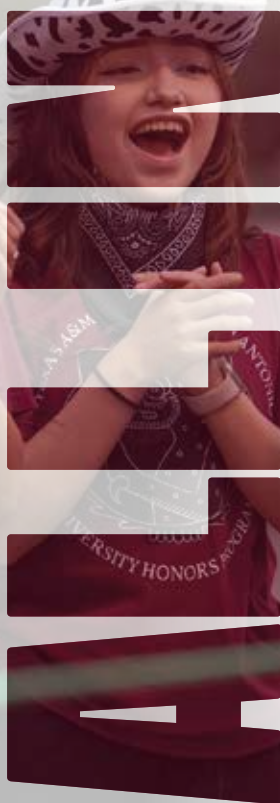
Our Objectives:

- Improve student retention, persistence, and timely degree completion
- Strengthen student engagement, sense of belonging, and well-being
- Enhance post-graduate preparedness and success





WE ARE



FOR OPPORTUNITY

GROWING OUR STUDENT POPULATION

Goal 3: Increase enrollment, educational attainment, and college-readiness

We are *All In* for opening doors to higher education and expanding pathways to opportunities. By strengthening college-readiness, increasing enrollment, and supporting educational attainment, we ensure more learners can begin—and successfully complete—their journey at A&M—San Antonio. Our commitment is to reach more students, empower more families, and grow a thriving Jaguar community.

Our Objectives:

- Strengthen lifelong educational pathways
- Deploy targeted recruitment plans to drive strategic and sustainable enrollment growth
- Leverage financial support strategies to increase enrollment and improve access and affordability

FOR **SAN ANTONIO**

CONNECTING WITH THE COMMUNITY

Goal 4: Engage meaningfully with the community to expand impact and inspire affinity

At A&M-San Antonio, the journey does not begin or end on our campus. Our community, whether alumni, donors, partners, or neighbors, strengthens our University and moves us forward in our mission to serve students and our community. We are deeply rooted in San Antonio, and our history guides us. We *All In* for our community and for creating new ways to engage, build relationships, and support one another. When we partner with those around us to contribute meaningfully, there is no limit to the impact we can have.

Our Objectives:

- Deepen and sustain mutually beneficial relationships with community partners
- Foster alumni and community connection to campus
- Build a culture of philanthropy



FOR EACH OTHER

FOSTERING EMPLOYEE FULFILLMENT AND EXCELLENCE

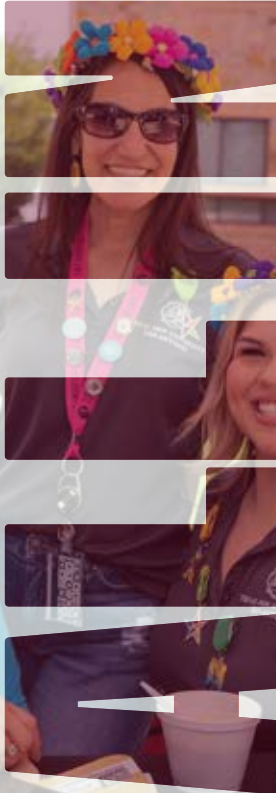
Goal 5: Cultivate an employee experience that enhances satisfaction, well-being and career growth

Our employees are the heartbeat of our institution. The work they do supports every student who walks through our doors, every new and innovative breakthrough, and every success we achieve together. Their fulfillment in their roles and their dedication to our mission keep them motivated to give their very best every day. This goal is all about them. Because just as we are *All In* for our students, we are all in for each other. Our employees' success is our success. Creating environments where they know they are valued, they have room to grow, and they are always reaching for excellence is how we build a university where everyone thrives.

Our Objectives:

- Foster a work environment in which employees feel valued, supported, and engaged
- Ensure employees have opportunities for professional growth within and beyond their current roles
- Promote a culture that encourages innovation, creativity, and collaboration

WE ARE



FOR OUR FUTURE

BUILDING A DESTINATION CAMPUS

Goal 6: Establish A&M-San Antonio as a university of choice in Texas

A&M-San Antonio is on the rise, powered by the strength of our community, the ambition of our students and the excellence of our academics. Becoming a university of choice means building a campus that reflects our big dreams and bold ambitions. We are a university where students want to be—and we are *All In* for shaping a Jaguar experience that is vibrant, welcoming, and unmistakably A&M—San Antonio.

Our Objectives:

- Develop facilities and spaces that enhance the student experience and support residential life
- Enhance and expand intercollegiate athletics programs
- Strengthen A&M-San Antonio's brand identity and reputation



ACHIEVING ACADEMIC DISTINCTION



SUPPORTING STUDENT SUCCESS



OUR PILLARS

**GROWING OUR
STUDENT POPULATION**



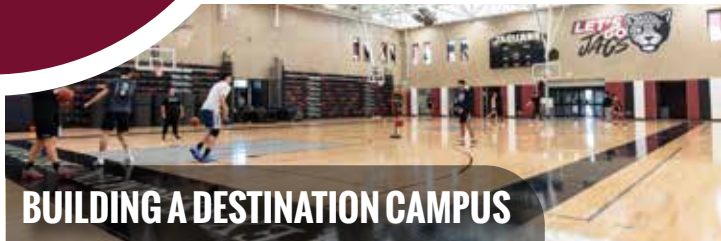
**CONNECTING WITH
THE COMMUNITY**



**FOSTERING EMPLOYEE FULFILLMENT
AND EXCELLENCE**



BUILDING A DESTINATION CAMPUS



**EVERY PERSON,
EVERY EFFORT,
EVERY DAY.**



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TEXAS A&M UNIVERSITY
SAN ANTONIO