

**Strategic Plan (Serves as a Roadmap to the Future)**  
Texas A&M University-Commerce

From System Policy 03.01 System Mission, Vision, Core Values and Strategic Planning

*“The Texas A&M University System is committed to meeting the challenges and opportunities of tomorrow by fulfilling its mission, achieving its vision, and upholding its core values through a proactive, comprehensive, and coordinated strategic planning framework.”*

Current Strategic Plan	2011-2015 (began September 1, 2010)
New Strategic Plan	2016-2020 (will begin September 1, 2015)

To begin our strategic planning process, we will need to review our existing mission statement to make changes, if necessary, by the end of December.

Taken Together...

- **Our Vision is** ... our dream...where we are headed ...what we aspire to be
- **Our Mission is** ... our purpose...why we exist

Texas A&M University-Commerce’s Existing Mission Statement

*Texas A&M University-Commerce provides a personal educational experience for a diverse community of life-long learners. Our purpose is to discover and disseminate knowledge for leadership and service in an interconnected and dynamic world. Our challenge is to nurture partnerships for the intellectual, cultural, social, and economic vitality of Texas and beyond.*

- Does it communicate the most important thing you want people to know and remember? Does it inspire enthusiasm?
- Should it include key words? Is it too long?
- Is it simple and memorable? Does it pass the T-shirt test?
- As a starting point for the strategic planning process, we need to review and revise (if needed) our mission statement and we need your help.
  - Please provide comments or suggestions through the following link:
    - <http://tamuc.edu/aboutUs/administrativeOffices/president/missionStatement/default.aspx>
  - By no later than December 5, 2013