1. **Strengthen the Quality of Academic Programs**
   - Conduct external academic program reviews
   - Achieve specialized accreditation of selected academic programs
   - Succeed in achievement of Licensures in applicable academic program areas
   - Eliminate non-productive academic programs
   - Increase the prominence of faculty scholarship
   - Increase the number of faculty FTE's producing research/scholarly and creative works
   - Retain regional accreditation
   - Retain accreditation held in specialized programs

2. **Improve the Academic Indicators of the Student Body**
   - Conduct annual reviews of admission standards/requirements
   - Increase/improve the standardized test scores of matriculates
   - Collaborate with Texas' other educational programs to increase the number and success of transfer students
   - Admit and enroll an increasingly higher caliber of student
   - Increase the number of students who adhere to the University's Conduct Standards

3. **Increase Applied and Basic Research**
   - Enhance the research environment and expertise of faculty and staff
   - Align university research goals with federal, state, and industry needs and goals
   - Enhance pre and post-award services to the university research and sponsored program community

4. **Strengthen Environmental Health and Safety Programs on the Campus**
   - Implement off-site storage of critical data
   - Prepare and train for business continuity

5. **Achieve (and maintain) Financial Stability**
   - Expand the financial capacity of PVAMU
   - Address potentially critical funding issues involved with the eventual loss of special OCR Priority Plan funding
   - Meet or exceed expectations associated with the current Capital Campaign
   - Take appropriate steps to "right-size" the annual operating budget of PVAMU
   - Increase the availability of scholarship funds
   - Increase the size and number of endowments for student scholarships and for academic chairs
   - Increase funded research
   - Stay competitive in tuition and fees/align tuition and fees to be competitive with other general academic institutions in Texas

6. **Increase the Efficiency of University Operations**
   - Design and implement a document imaging program
   - Identify additional outsourcing opportunities
   - Improve the quality of support staff
   - Transfer fiscal processes to online applications
   - Maximize space usage

7. **Promote Programs that Contribute to Student Success**
   - Engage students in rigorous educational programs and provide an environment conducive to success
   - Increase/improve the percentage of PVAMU graduates who are accepted to graduate and/or professional schools
   - Increase placement rates of all PVAMU graduates

8. **Strengthen University Advancement Programs including fund-raising**
   - Communicate the accomplishments of the University through publications to the various constituent groups.
   - Enhance corporate relations through Industry Cluster publications that show the strength of corporate partnerships with the University.
   - Use technology to communicate the University’s accomplishments to a broader audience
   - Continue to implement the fund-raising model and university advancement model developed from the planning study and refined by Ketchum’s progress reviews of Extend the
9. Increase and Enhance the Visibility and Awareness of the University to the Community at Large/all Stakeholders
   - Effectively communicate to all Stakeholders the PVAMU Vision/2020
   - Expand its service to the community by promoting Service Learning, Distance Education, Continuing Education, K-16 programs, Small Business and Entrepreneurial Initiatives,
   - Cooperative Extension, and Health Care by engaging its people and resources in a renewed commitment to outreach
   - Improve the climate for diversity

10. Strengthen the Quality of the Athletics Program (Added as of Fall 2007)
    - Increase revenues
    - Request fee increase to offset increased operational costs
    - Increase on-line services
    - Increase fan participation/attendance
    - Increase Development and Fund-raising revenue
    - Increase HUB spending
    - Expand student athlete exposure to service learning
    - Create energy conservation and increase public service involvement
    - Strengthen academic advisement and tutor/mentor program
    - Increase available scholarships for student athletes
    - Improve quality of athletic facilities and playing environment

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