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Prairie View A&M University Goals and Objectives for the 2009-2013

1. **Strengthen the Quality of Academic Programs**
 - o Conduct external academic program reviews
 - o Achieve specialized accreditation of selected academic programs
 - o Succeed in achievement of Licensures in applicable academic program areas
 - o Eliminate non-productive academic programs
 - o Increase the prominence of faculty scholarship
 - o Increase the number of faculty FTE's producing research/scholarly and creative works
 - o Retain regional accreditation
 - o Retain accreditation held in specialized programs
2. **Improve the Academic Indicators of the Student Body**
 - o Conduct annual reviews of admission standards/requirements
 - o Increase/improve the standardized test scores of matriculates
 - o Collaborate with Texas' other educational programs to increase the number and success of transfer students
 - o Admit and enroll an increasingly higher caliber of student
 - o Increase the number of students who adhere to the University's Conduct Standards
3. **Increase Applied and Basic Research**
 - o Enhance the research environment and expertise of faculty and staff
 - o Align university research goals with federal, state, and industry needs and goals
 - o Enhance pre and post-award services to the university research and sponsored program community
4. **Strengthen Environmental Health and Safety Programs on the Campus**
 - o Implement off-site storage of critical data
 - o Prepare and train for business continuity
5. **Achieve (and maintain) Financial Stability**
 - o Expand the financial capacity of PVAMU
 - o Address potentially critical funding issues involved with the eventual loss of special OCR Priority Plan funding
 - o Meet or exceed expectations associated with the current Capital Campaign
 - o Take appropriate steps to "right-size" the annual operating budget of PVAMU
 - o Increase the availability of scholarship funds
 - o Increase the size and number of endowments for student scholarships and for academic chairs
 - o Increase funded research
 - o 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**
 - o Design and implement a document imaging program
 - o Identify additional outsourcing opportunities
 - o Improve the quality of support staff
 - o Transfer fiscal processes to online applications
 - o Maximize space usage
7. **Promote Programs that Contribute to Student Success**
 - o Engage students in rigorous educational programs and provide an environment conducive to success
 - o Increase/improve the percentage of PVAMU graduates who are accepted to graduate and/or professional schools
 - o Increase placement rates of all PVAMU graduates
8. **Strengthen University Advancement Programs including fund-raising**
 - o Communicate the accomplishments of the University through publications to the various constituent groups.
 - o Enhance corporate relations through Industry Cluster publications that show the strength of corporate partnerships with the University.
 - o Use technology to communicate the University's accomplishments to a broader audience
 - o 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

Current Students
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- View: The Capital Campaign for Prairie View A&M University.
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, IK-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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