Establish Targeted Areas of State, Regional, and National Recognition and Distinction

Highly qualified, well prepared and internationally competitive graduates will be the trademark of the University, whose programs will serve areas important to the region and to the needs of students competing in an international marketplace.

The University will be committed to a superb undergraduate education and to the scholarship of learning and civic engagement. It will remain committed to enriching the South Texas region, as a Hispanic-Serving Institution. Its location on the Gulf of Mexico will serve as its focus of research and scholarly activities for national and international prominence.