Momentum 2015 Addendum
The Fourth Unifying Theme: Effectiveness

Since launching Momentum 2015’s campaign of excellence, engagement, and expansion in 2005, Texas A&M University - Corpus Christi has implemented many of the formulated components identified in its strategic plan while carefully reviewing the plan’s progress and making adjustments to the plan as needed. One such adjustment is the addition of a fourth unifying theme- effectiveness.

The University’s Administration recognized the importance of formally incorporating the theme of effectiveness as part of the University’s plan once the plan became operational. The theme of effectiveness compliments Imperative XII of the strategic plan (to establish a culture of assessment, investment and stewardship) and explicitly addresses two essential elements necessary for institutional growth and quality:

Assessment to Promote Continuous Improvement:

The University acknowledges that growth and vision are crucial to the success of the institution. The University will perform ongoing assessment of academic and administrative programs, to the extent practicable, to promote a solid base of institutional knowledge. The University must learn from the past and use that knowledge to anticipate and prepare for the future. The university is committed to taking actions, whenever necessary, to adapt to a changing environment.

Accountability of Resources and Space:

The University works toward ensuring maximum resource efficiency and space utilization.

Texas A&M - Corpus Christi supports a culture of assessment accountability that contributes to the aim of continuous quality improvement (closing the loop).

Setting Congruent Targets & Measures

As part of its effectiveness theme the University has set five year performance targets and measurements with annually scheduled progress reviews. Targets and measures congruent to Momentum 2015 are the means used to demonstrate that the University is accomplishing its mission and making progress toward achieving its long-term objectives. Performance targets include criterion-referenced targets, trend-referenced internal targets, and norm-referenced targets. Performance targets are only useful when measureable sources of evidence are identified and then used to realistically achieve or improve upon any given goal.
Performance-Based Targets VS. Resource-Based Targets

Maximizing resource efficiency and space utilization requires the University to achieve its current level of performance with resources currently available. In some cases, the University may be able to reallocate or refocus current resources to improve performance. In others, the university will require increased resources to perform at a higher level (or even to maintain its current performance level as the institution expands). A performance-based approach forms the basis of the University’s efficiency-rationale for requesting additional resources.

Momentum 2015: The Ten Strategic Principles

Changes were made with the document’s institutional principles, along with the inclusion of a tenth principle. Upon further reflection of the university’s vision and mission by the university community, the original nine principles were restructured to ten clearly defined and refined institutional principles aimed at accomplishing the institution’s mission. Careful consideration was given when exploring the University’s strengths, areas of needed improvement, and the critical issues faced by the institution when refining Momentum 2015’s strategic principles. The strategic principles in Momentum 2015 confirm the University’s commitment in realizing its vision, accomplishing its mission, and achieving its key objectives. The refined strategic principles are:

- Provide Excellent Academic Programs and Instruction
- Achieve Targeted National Prominence
- Promote Lifelong Learning and Global Citizenship
- Provide a Supportive and Safe Campus Environment
- Increase Research and Creative Activity
- Commitment to Student Diversity and Quality
- Commitment to Faculty and Staff Diversity and Quality
- Build and Sustain Mutually Supportive Relationships
- Expand University Impact and Stature
- Manage Resources Efficiently and Effectively

Effective Assessment

Setting realistic performance targets for each University principle is necessary for effectively assessing the university’s progress towards achieving its mission. The Administration of A&M - Corpus Christi has established University-level performance targets for each refined principle. Assessment of the strategic principles is on-going, with formal progress reports provided annually. The performance targets for each principle are:
1. **Excellent Academic Programs**: Provide students with excellent instruction and challenging academic programs that advance intellectual competencies and perspectives and develop disciplinary knowledge and expertise.

2. **National Prominence**: Achieve national prominence, especially in programs where the university's location provides special advantages.

3. **Life-long Learning and Global Citizenship**: Prepare students for life-long learning and responsible citizenship in the global community.

4. **Supportive Campus Environment**: Provide a supportive, safe and secure campus environment that encourages engaged learning, professional growth, and leadership development.

5. **Enhanced Research Capability**: Expand and support research, scholarship and creative activity.

6. **Commitment to Student Diversity**: Attract, retain and graduate a highly qualified and diverse student body consistent with the university's mission as a Hispanic-serving institution.

7. **Commitment to Faculty and Staff Diversity**: Attract and retain a highly qualified and diverse faculty and staff committed to fulfilling the university's mission.

8. **Mutually Supportive Relationships**: Build and sustain mutually supportive relationships with the surrounding community and other stakeholders.

9. **Expanded University Impact**: Expand the university's impact in size, scope and stature.

10. **Effective Resource Management**: Manage financial, physical, technological, and human resources efficiently and effectively.