



Presidential Report

September 10, 2026

President J.W. Crawford, III

TEXAS SOUTHERN UNIVERSITY

STRATEGIC PROGRESS AT A GLANCE



ASCEND 2030: OUR STRATEGIC PLAN

ASCEND 2030 is anchored in four primary areas of focus to advance Excellence in Achievement and Success in Impact.



STUDENT ACHIEVEMENT & OUTCOMES

Foster student success by advancing learning goals, market-relevant skills, and character; support progression toward completion; and enhance post-graduate earning potential.



ACADEMIC RESEARCH & INNOVATION

Advance research, scholarship, and creative activity that expands knowledge, solves real-world problems, and drives societal impact.



OPERATIONAL EXCELLENCE

Foster an environment of highly effective, efficient operations that reflect a culture of institutional excellence and resilience that inspires students, faculty, staff, and administrators to perform at their highest potential.



TECHNOLOGY & ARTIFICIAL INTELLIGENCE

Leverage digital tools, systems, and emerging technologies to enhance institutional agility and transform the academic and research enterprise.

GUIDING PRINCIPLES: RENEW. ENHANCE. EXPAND.

PROGRESS AT A GLANCE

- ✓ Research growth and external funding increases
- ✓ Leadership recruitment progressing across key academic and administrative units
- ✓ Fundraising momentum and donor engagement
- ✓ Strengthened community partnerships
- ✓ Strategic plan implementation on track
- ✓ Strengthening our infrastructure through the advancement of major facilities projects



LOOKING AHEAD

We remain focused on executing our strategic plan, investing in our people and students, and advancing our mission of Excellence in Achievement and Success in Impact.



TEXAS SOUTHERN UNIVERSITY
Excellence. Achievement. Success. Impact.

Academic Affairs & Student Success

2025-2026 Academic Year in Review

	Fall 2025 student enrollment increased by 4% over prior Fall		 4%	(2024: 8,704 to 2025: 9,060)
	Spring 2026 student enrollment increased by 1% over prior Spring		 1%	(2025: 8,181 to 2026: 8,240)
	Fall 2024–2025 1yr persistence rate increased by 4% points over prior Fall		 4 pts	(2023–24: 66% to 2024–25: 70%)
	4yr graduation rate decreased by 7% points over the prior year		 7 pts	(2020–24:19% to 2021–25: 12%)
	6yr graduation rate increased by 2% points over the prior year		 2 pts	(2018–24:22% to 2019–25:24%)
	Degrees awarded increased by 6% over prior year		 6%	(Fall 24–Spring 25: 1,615 to Fall 25–Spring 26: 1,718)

Academic Affairs & Student Success

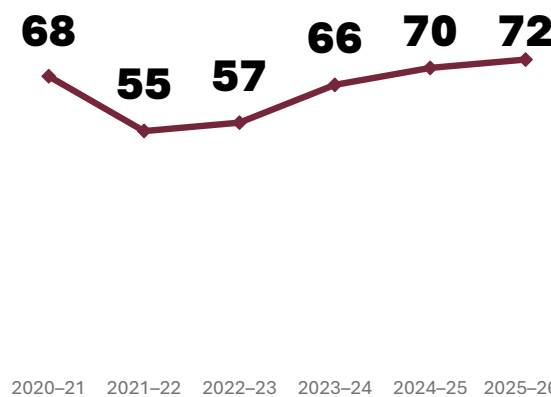
First-Time Full-Time Success Rates

PERSISTENCE RATE

72%

Preliminary

↑ 2 pts vs prior year

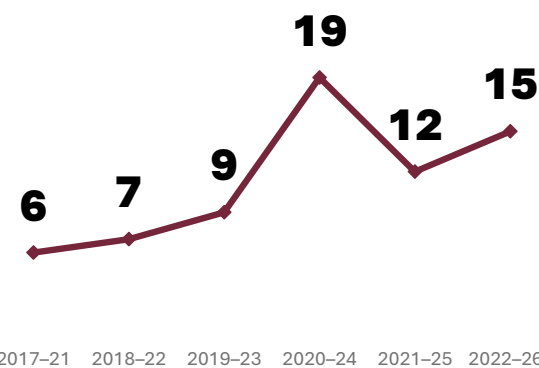


4-YEAR GRADUATION RATE

15%

Preliminary

↑ 3 pts vs prior year

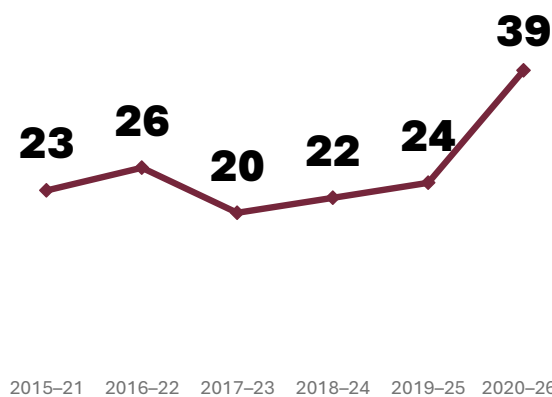


6-YEAR GRADUATION RATE

39%

Preliminary

↑ 15 pts vs prior year



Research & Innovation

\$11.19M

TOTAL IN NEWLY FUNDED RESEARCH AWARDS

\$9,997,847

FORGE Award

Strategic initiative to build capacity in research and workforce priorities of the U.S. Army.

\$1,192,056

NSF Awards

**History & Geography
Biology
Chemistry**

Government Affairs & Civic Engagement

Texas Southern University's Voice in Federal Policy

Protect College Sports Act

President Crawford participated in a **U.S. Senate Commerce Committee** roundtable examining the future of collegiate athletics and the **Protect College Sports Act**.

Texas Southern University's Perspective

Advocated for greater stability in college athletics while protecting opportunities and resources for student-athletes, including those participating in non-revenue-generating sports.

U.S. Senate Commerce Committee Roundtable Washington, D.C.



Strategic Impact: Elevates Texas Southern University's voice in federal policy discussions affecting student-athletes, institutional resources, and the future of collegiate athletics.

MACK H. HANNAH HALL



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President J.W. Crawford III