ASCEND

Strategic Plan 2030



TEXAS SOUTHERN UNIVERSITY
Est. 1927

Priority Areas of Focus



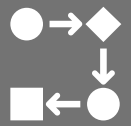
Student Achievement & Outcomes

Texas Southern will **prioritize student success** and ensure all students are supported in **achieving their learning goals**, developing market-relevant and **in-demand skills**, building strong character and **progressing toward graduation** or completion with strong post-graduate earning potential.



Academic Research & Innovation

Texas Southern will advance **cutting-edge teaching**, **learning**, and **research practices** responsive to evolving **societal and economic demands**; expanding access to **quality education for every student**, supporting **workforce development** in the region, and accelerating knowledge creation.



Operational Excellence

Texas Southern will 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 (AI)

Texas Southern will **adopt and integrate digital tools** and systems, emerging technologies including **fast-paced and ever-evolving machine intelligence** to enhance institutional agility and **transform the academic and research enterprise**.

Strategic Plan Components

TEXAS SOUTHERN UNIVERSITY



1. Student Achievement & Outcomes

MILESTONES

1-year Persistence Rate

2024	2025	2026	Target	2030
66.2	70.2	69.9		85%

4-year Graduation Rate

2024	2025	2026	Target	2030
19.0	12.1	15.9		35%

Percent of Students who are Graduate or Professional

2024	2025	2026	Target	2030
21.4	20.5	20.7		40%

2. Academic & Research Innovation

MILESTONES

Establish four new 4+1 programs

2024	2025	2026	Target	2030
2	2	4 existing		+4

Provide interactive learning experiences in 100% of undergraduate academic programs

2024	2025	2026*	Target	2030
New Measure				100%

*Data available Summer 2027

3. Operational Excellence

MILESTONES

50% of undergraduate faculty will be credentialed in Effective Teaching Practices

2024	2025	2026*		2030
	8%	-	Target	50%

*Updated data available Summer 2027

Texas Southern will be established as one of the Top 20 safest campuses in the nation

2024	2025	2026*		2030
New Measure			Target	Top 20

*Data available Summer 2027

4. Technology & Artificial Intelligence (AI)

MILESTONES

100% of the academic programs will provide job simulation opportunities

2024	2025	2026*		2030
New Measure			Target	100%

*Data available Summer 2027

85% of help desk customers will be satisfied with information technology services

2024	2025	2026*		2030
New Measure			Target	85%

*Data available Summer 2027

Enrollment Highlights

TSU
TEXAS SOUTHERN UNIVERSITY

TX Peer Comparison-2025 Data

Peers based on: Doctoral Classification and Region

Institution	2023	2024	2025	% Change 2023-2025
East TX A&M University	11,500	12,741	12,998	13.03
Prairie View A & M University	9,415	9,821	10,057	6.82
Sam Houston University	20,761	20,336	20,457	-1.46
Tarleton State University	14,513	17,256	19,666	35.51
TX A&M Corpus Christi	10,855	11,266	11,363	4.68
TX A&M Kingsville	6,553	6,862	6,833	4.27
Texas Southern University	8,469	8,704	9060	6.98
TX Woman's University	15,180	14,895	15,009	-1.13
UT Tyler	9,442	10,089	11,044	16.97
UT Rio Grande Valley	31,577	33,578	34,591	9.54

2026
Texas Southern Highlight

+4% over prior year, enrollment increased to 9,423.

Data Source: THECB Accountability System and institutional database.



Thank You

