# Presidential Report

November 12, 2026

**President J.W. Crawford III**

# ASCEND 2030: Moving Forward

**Steady progress is delivering results for students, strengthening operations, and advancing the goals of ASCEND 2030.**

## ASCEND 2030 PRIORITIES

- **Student Achievement & Outcomes**
- **Academic Research & Innovation**
- **Operational Excellence**
- **Technology & Artificial Intelligence**

## KEY ACTIONS UNDERWAY

**Student Achievement & Outcomes**
547 students advanced to sophomore standing (10/24/2026); 2,800+ recognized for academic achievement (Homecoming Week, 10/24/2026).

**Academic Research & Innovation**
26 proposals totaling $14.7M submitted;
23 federal grants totaling $23.3M received (FY27).
*(as of 10/19/2026)*

**Operational Excellence**
Removal of aging buildings underway;
students engaged in new campus clock tower design.
*(10/2026)*

**Technology & Artificial Intelligence**
Advancing modernization of core systems to improve efficency and integration.
*(Ongoing)*

## THE IMPACT
*Moving ASCEND 2030 Forward*

- **Stronger Student Outcomes**
- **Accelerated Research & Innovation**
- **A More Efficient & Modern University**
- **A Connected, Future-Ready Institution**

***Building a Stronger, More Efficient, and Student-Centered Texas Southern University.***

# The State of Texas Southern University

A Conversation with President J.W. Crawford III

**Broadcast live on KTSU Radio**

## Key Themes from the Conversation

### 01 Student Success & Academic Achievement

Progress in student persistence and progression, supported by expanded academic advising and tutoring.

### 02 Campus Transformation & Strategic Growth

ASCEND 2030, campus revitalization, and long-term infrastructure investments.

### 03 Research, Innovation & Institutional Excellence

Expanding research capacity, strengthening leadership, and improving operations.

### 04 Alumni Engagement & the Next Century

Honoring TSU's legacy, strengthening alumni connections, and preparing for 2027.




President Crawford with SAVP of Development & Alumni Relations Charlie Coleman | October 2026

# Enterprise Technology Modernization

A deliberate path to modernizing the student experience, student information system, and business operations.

## OUR PATH TO TODAY

*ASSESS. ENGAGE. ALIGN.*

### REVIEWED OUR TECHNOLOGY

Completed a comprehensive assessment of our systems, resources, and needs with the State of Texas and key partners.

### LISTENED TO OUR CAMPUS

Engaged university leaders and system users to identify what's working, what needs to improve, and our priorities.

### SET A SMART, PHASED PLAN

Starting with a six-month technology modernization to set adaptive foundation.

## WHY IT'S NECESSARY

*A MORE EFFICIENT, SUPPORTIVE, AND MODERN TSU.*

### MODERN, RELIABLE OPERATIONS

Upgrades key business systems to better support our people, finances, and daily operations.

### A BETTER EXPERIENCE

Creates simpler, more consistent processes for faculty and staff.

### STUDENT SUCCESS

Strengthens the systems and support that help students enroll, stay on track, and graduate.

### LONG-TERM VALUE

Builds a strong, scalable foundation for continued improvement and future growth.

## THE ROAD AHEAD

*KEY STEPS TO KEEP US MOVING FORWARD.*

1. **FINALIZE THE PLAN**
   Complete the six-month groundwork to prepare for the next phase.
2. **STRENGTHEN READINESS**
   Advance implementation planning, change support, and communication across the University.
3. **IMPLEMENT IN PHASES**
   Begin a phased rollout to bring new capabilities online and drive greater efficiency and service across TSU.

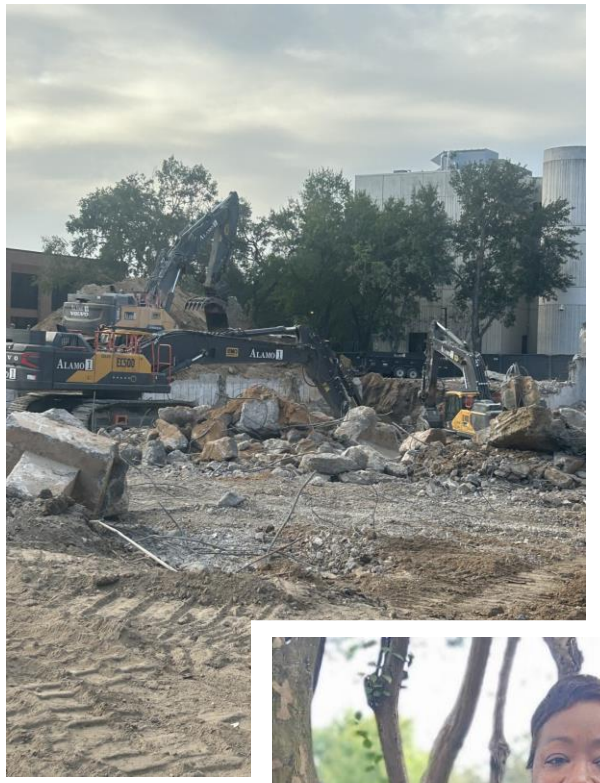
# Workday Talent Development Partnership



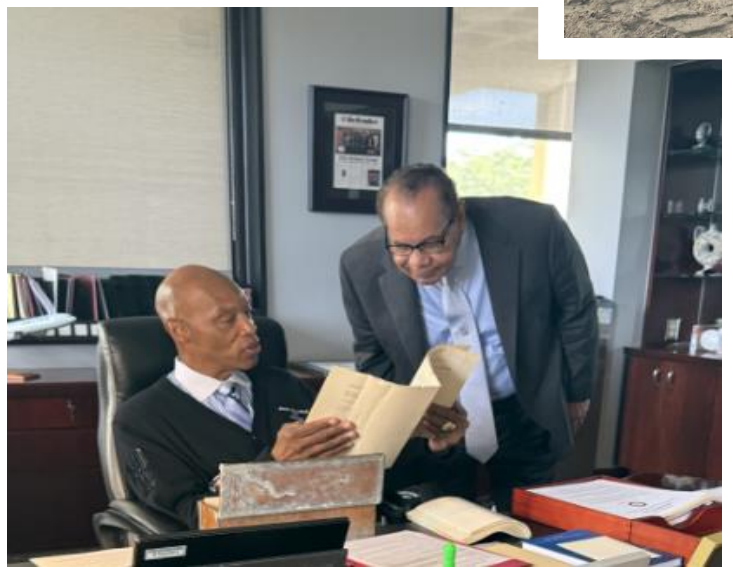
# Unearthing Our Legacy

During demolition of the Terry Library, a time capsule was uncovered beneath a structural beam, offering a rare glimpse into the University's early history.

Its discovery comes at a particularly meaningful moment as Texas Southern University approaches its centennial, creating a remarkable connection between the institution's past and the next century of its legacy.









# Celebrating 100 Years

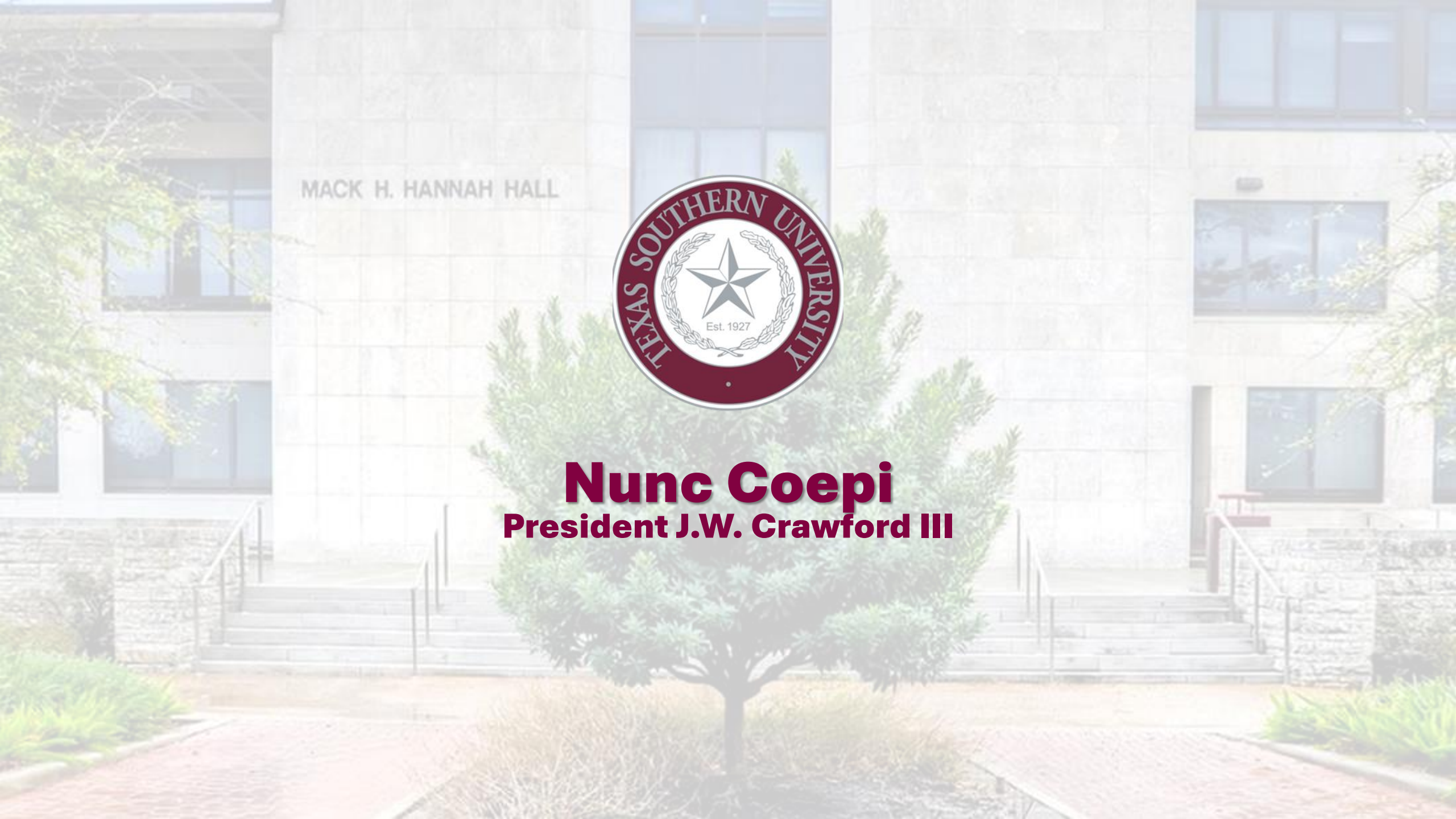
Centennial Logo Reveal





**Strategic storytelling. Stronger visibility. Elevated impact.**

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## President J.W. Crawford III