

THE UNIVERSITY OF TEXAS AT TYLER

College of Education and Psychology

STRATEGIC PLAN 2020-2021



Wes Hickey
Dean, College of Education and Psychology

Amy Hayes
Interim Chair, Psychology and Counseling

Frank Dykes
Director, School of Education

Jo Ann Simmons
Superintendent, University Academy

Strategic Plan

UT Tyler Vision Statement:

We aspire to be the primary educational and economic driver of East Texas.

UT Tyler Mission Statement:

UT Tyler is committed to student success by providing a uniquely balanced student experience in an environment of innovative teaching and research shaped to serve and advance the educational, economic, technological, and public interests of East Texas and beyond.

Pillar I Student Success – Promote student retention, graduation and career progressions

- Focus Campus Community on Student Success
- Support Academic Success from Recruitment to Graduation
- Foster Innovative, Student-Centered Teaching
- Provide Funding for Success
- Position Every Student for Career Success

Pillar II Student Engagement – Ensure each UT Tyler student has access to a rich, individualized educational experience

- Encourage Student Involvement in Research and Discovery
- Connect Students with Successful Alumni
- Connect Students to the Campus
- Improve Campus Accommodations for Students

Pillar III Research and Scholarship – Foster discovery through scientific, technological, intellectual and creative expression

- Expand the Field of Knowledge
- Expand Student Research Activities

Pillar IV Community Engagement – Catalyze student retention, graduation and career progressions

- Improve East Texas' Economic Diversity
- Provide Educational and Cultural Engagement

Supporting Success – Promote effective, efficient and creative strategies

- Design and Launch New Centers of Excellence
- Support College and Departmental Faculty and Staff Development
- Initiate Sustainable Financial Management Strategies
- Create and Sustain IT Infrastructure to Support Strategic Educational Initiatives
- Create New marketing and Advancement Strategies

Purpose and Values

Core Purpose:

To prepare competent, caring, and qualified professionals in the fields of education, psychology and counseling and to advance the knowledge base in our respective disciplines.

Core Values:

Leadership:

We will engage in shared governance with faculty and staff.

We will provide transparency in our leadership.

People:

We will treat students and colleagues with respect.

We will work collaboratively with our colleagues throughout the College, University, and respective professional communities.

We will provide professional growth opportunities for faculty and staff.

Programs:

We will establish programs of study that are characterized by high standards of excellence while providing support to meet those standards.

We will establish socially just programs and procedures to support the learning of all students.

Scholarship:

We will engage in academic inquiry to expand the knowledge base in our respective disciplines.

We will disseminate the results of our inquiry through peer reviewed publications and conference presentations.

Service:

We will be agents for positive change in Texas.

We will be productive citizens of UT Tyler.

Vision, Mission and Unique Value Proposition

Vision

The College of Education and Psychology is nationally recognized and respected for its academic programs and opportunities. It is a center of academic excellence, scholarly inquiry, and public service. The College prepares leaders to meet the critical challenges of the 21st Century, to make significant contributions to local and global communities, and to work toward individual and cultural equity.

Mission

The mission of the College of Education and Psychology is to provide a positive environment that fosters the acquisition of knowledge and skills. The mission is individually and collectively realized through a community of scholars that contributes to knowledge through scholarly inquiry, organizes knowledge for application, understanding and communication, and provides leadership and service. Additionally, the College is committed to affirming and promoting global perspectives, cultural diversity, and respect for individual differences as a means of enhancing learning, service, and scholarship.

Unique Value Proposition

The College of Education and Psychology maximizes human potential by inspiring personal and professional growth.

Leadership Team Belief Statements

We believe leadership is accomplishing the goals of the organization while simultaneously meeting the needs of the individuals within the organization.

We believe that planning is a critical function of leadership.

We believe in shared governance with faculty and staff.

We believe people impacted by a decision should have the opportunity to provide input into the decision.

We believe in transparency with regard to our actions.

We believe in modeling the behaviors we expect of others.

We believe that trust is earned through our actions.

We believe in being good stewards of the resources of the University and College.

We believe in being advocates for our faculty, staff, students and citizens of East Texas as we advance the education, psychology and counseling disciplines.

We believe in working toward an educational system and society that provides equitable opportunities for all individuals to meet their full potential.

Focus Areas

- **Focus #1 – Enrollment Increases**
- **Focus #2 – Research and Scholarship**
- **Focus #3 – External Funding**
- **Focus #4 – Program Development**
- **Focus #5 – Marketing and Public Relations**
- **Focus #6 – Culture/Climate**
- **Focus #7 – Organizational Efficiencies**
- **Focus #8 – Globalization**

College of Education and Psychology

**GOALS
2020 – 2025**

Programmatic (Pillar I Student Success and Pillar II Student Engagement)

1. To provide cost-effective, time-efficient, high quality programs based on research and best practices in our respective disciplines.
2. To maintain high student performance on external accreditation examinations.
3. To implement doctoral programs in Psychology and Education.
4. To maintain programmatic accreditation (SACS, CACREP, TEA).
5. To expand global curricular and experiential opportunities within degree programs as appropriate.
6. To support interdisciplinary teaching and research throughout the College as appropriate.

Scholarship (Pillar III Research and Scholarship)

7. To publish manuscripts in professional publications and disseminate findings to the public and professional community.
8. To present research papers at state, regional, national, and/or international professional conferences.
9. To secure extra mural funding for research through grants, contracts, and philanthropic endeavors.

College of Education and Psychology

GOALS 2020 – 2025

Service (Pillar IV Community Engagement)

10. To create and maintain networks with professional entities.
11. To provide leadership and service to professional organizations and state and national agencies.
12. To provide service and consultation on University and College committees.
13. To advance students and educators' professional knowledge and application through the work of the College's Centers.
14. To use the University Academies as a laboratory for educational innovation and best practice.

Leadership (Supporting Success)

15. To provide high quality customer service to all constituents.
16. To add faculty to sustain the growth in the programs.
17. To market/recruit aggressively for all programs.
18. To increase the number of students and faculty from underrepresented populations in all programs.
19. To continue data informed decision making that strengthen and advance our programs and contribute to a healthy and strong Department/School within CEP (e.g. SACS, CACREP, TEA).
20. To use social media as a platform to communicate the CEP brand to constituents.

College of Education and Psychology

GOALS 2020 – 2021

1. Develop a proposal for a Master of Science in Psychological Sciences for The Higher Education Coordinating Board. (Pillar I & II)
2. Develop education degrees in elementary and secondary areas. (Pillar I & II)
3. Recruit high achieving students, especially those from underrepresented groups, to all programs. (Pillar I & II)
4. Continue to build capacity in the College to advance global education initiatives. (Pillar I & II)
5. Meet or exceed departmental expectations for publication of manuscripts per faculty in professional publications. (Pillar III)
6. Submit applications for extramural funding based on unit goals. (Pillar III)
7. Work with Advancement to increase philanthropic donations. (Pillar III & IV)
8. Expand outreach initiatives through the College Centers. (Pillar III & IV)
9. Engage in educational innovation and best practices that are research based at the University Academy campuses. (Pillar III & IV)
10. Support the University Academy to be one of the best schools in East Texas. (Pillar I, II, and IV)
11. Continue to market/recruit aggressively for all programs. (Pillar I & II)
12. Develop a social media campaign based on the CEP brand. (Pillar IV)