

The University of Texas at Tyler
Strategic Plan Annual Update 2020



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YOUR SUCCESS. OUR PASSION.

Mission

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.

Vision

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

Strategic Plan Process

The UT Tyler Strategic Plan is founded upon the “Cycle of Success Model.” This model predicts institutional success as a reciprocating and ultimately self-perpetuating function of the relationship between 1) brand development, 2) alumni careers, 3) student development/success and 4) resource opportunity. Successful students become successful alumni who boost the reputation of, and contribute financially and intellectually back to, the university. This draws more resources to the university, enabling even more student success. Through multiple open sessions involving the campus community, the pillars of the Strategic Plan were developed. The four pillars supporting the cycle of success include: 1) student success, 2) student engagement, 3) research and scholarship, and 4) community engagement. A 'fifth' pillar or strategic goal is that UT Tyler operates using effective, efficient, and creative strategies by supporting the other initiatives behind the scenes working toward institutional success. We operate with the understanding that the well-being of the region and the success of UT Tyler are intertwined.

Initiatives for Success

Through an open submission process, faculty and staff generated innovative ideas to advance the mission and vision of UT Tyler. The ideas generated from this process were organized into initiatives under each pillar. Initiatives are highlighted below along with a progress timeline.

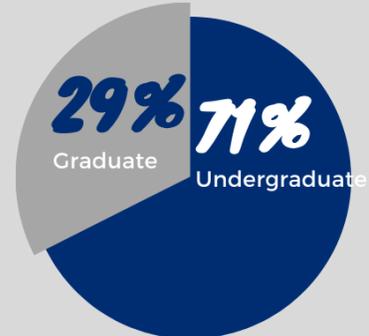
THE UNIVERSITY OF TEXAS AT TYLER

FAST FACTS



19/1

Student to Faculty Ratio



OVER 9600 STUDENTS

as of Fall 2019



100%

pass rate on the Licensed Professional Counselors exam, with an average score of 85.9.

96%

pass rate on state licensing exam for teachers

100%

pass rate on Nurse Practitioners (MSN) exams



94%

pass rate on state licensing exam Nursing



95%

of our graduating undergraduates say they are satisfied overall with their entire experience at UT Tyler

82%

of graduating undergraduates say their program focused extremely or very well on marketable skills

96%

of our graduating graduate students say they are satisfied overall with their entire experience at UT Tyler

89%

of graduating graduates say their program focused extremely or very well on marketable skills

THE UNIVERSITY OF TEXAS AT TYLER

www.uttyler.edu

MEASURING OUR PROGRESS

Key performance measures for the UT Tyler Strategic Plan are outlined below:

Metric	Data Source:	Reported 2019-20	Reported 2018-19	Reported 2017-18	Reported 2016-17
Fall Enrollment¹	IPEDS Fall Enrollment Survey	9,617	10,206	10,402	9,835
12-Month Enrollment²	IPEDS 12-Month Enrollment Survey	12,289	12,557	12,052	10,118
6-Year Freshman Graduation Rate³	IPEDS Graduation Rate Survey	42%	45%	42%	39%
4-Year Transfer Graduation Rate⁴	ABEST Outcome 22	67%	62%	58%	55%
Degrees Awarded⁵	IPEDS Completions Survey	3012	2669	2405	2260
Graduation Rates for Master's Programs⁶	THECB Accountability System	74%	69%	65%	65%
Graduation Rates for Doctoral Programs⁷	THECB Accountability System	80%	77%	0%	n/a
1-Year Freshman Retention⁸	IPEDS Fall Enrollment Survey	71%	62%	64%	58%
1-Year Transfer Retention⁹	Internal (ABEST Outcome 43 definition)	79%	80%	80%	79%
Research Proposals Awarded¹⁰	Academic Unit Report Cards	33	33	50	35
External Funding Amount Awarded¹¹	Academic Unit Report Cards	\$5.7M	\$3.9M	\$8.4M	\$6.9M

1. Fall Enrollment - 2019
2. 12-month enrollment – unduplicated headcount – most recent period July 1, 2018 - June 30, 2019
3. 6-yr Freshman Graduation Rate - Fall 2013 first-time, full-time undergraduates completing a baccalaureate degree before Fall 2019
4. 4-yr Transfer Graduation Rate – undergraduate transfers entering in Fall 2015 with at least 30 credit hours completing a baccalaureate degree before Fall 2019
5. Degrees Awarded - July 1, 2018 and June 30, 2019
6. 5-yr Master's Graduation Rate – most recent results include those entering in Fall 2014 and completing a master's degree before Fall 2019
7. 10-yr Doctoral Graduation Rate - most recent results include those entering in Fall 2009 and completing a doctoral degree before Fall 2019
8. 1-Yr Freshman Retention Rate - first-time, full-time undergraduates in Fall 2018 and enrolled in Fall 2019
9. 1-Yr Transfer Retention Rate - undergraduate transfers entering in Fall 2018 with at least 30 hours and enrolled in Fall 2019
10. Research Proposals Awarded – proposals awarded during the academic year – most recent 2018-2019
11. External Funding Amount Awarded – dollar amount of proposals awarded during the academic year, in millions– most recent 2018-2019

PILLAR I: STUDENT SUCCESS

The initiatives of Pillar I focus on supporting educational and career goals with high impact, data-driven solutions.

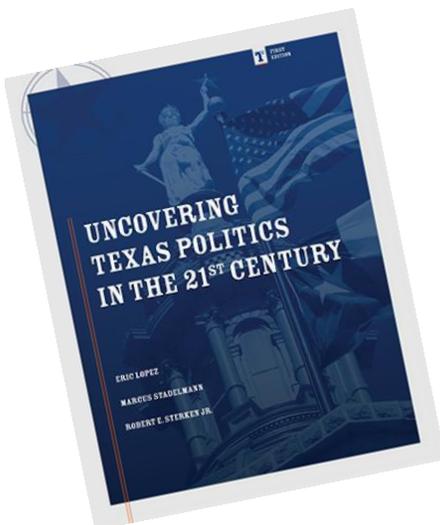
Strategic Goal: Catalyze student retention, graduation, and career progression.



Key Initiatives

Establish the OnCourse Program and Encourage the Adoption of Open Educational Resources

An internal grant was launched from Undergraduate and Online Education to support faculty in adopting Open Educational Resources (OER) materials. Proposals were accepted for three courses. These efforts combined with the creation of OER textbooks associated with the OnCourse grant enable UT Tyler to decrease the cost of instruction for our students.



As part of this initiative, the UT Tyler Press released the first free book in the series: “Uncovering Texas Politics in the 21st Century.” The adoption of this free resource is estimated to save incoming students more than \$100,000 in out-of-pocket costs.

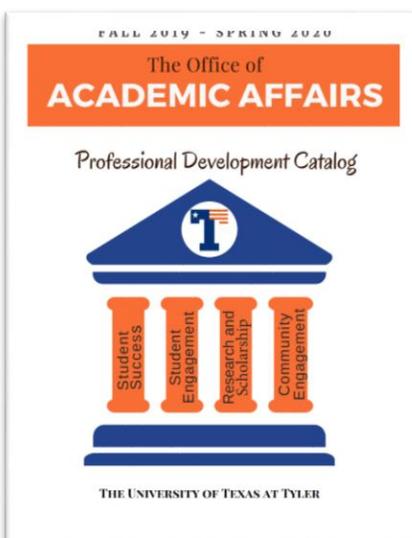
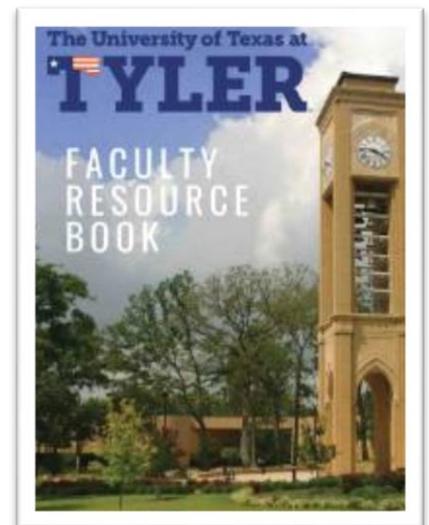
Pilot On-demand Degree Programs

The Bachelor of Science in Nursing (BSN) Program will offer year-round program consisting of three 15-week semesters, effective for spring 2020, in an effort to address the nursing shortage. The School of Nursing also offers the 7-week and concurrent [RN-BSN program](#). A new concurrent ADNBSN degree also was launched in summer 2019. This initiative offers an innovative option for students currently enrolled in an ADN program to simultaneously take BSN courses. Students will graduate with their ADN and BSN at the same time.



Provide Professional Development for Faculty Emphasizing Learner-Centered Teaching

The Center for Excellence in Teaching and Learning (CETL) provides faculty with resources and opportunities for professional development. CETL conducts new faculty orientation as well as ongoing professional development opportunities for faculty each month.



Faculty Learning Communities engage faculty in various initiatives such as service learning, student research, and global awareness. Additionally, all faculty are invited to attend the workshops, seminars, and keynote speaker sessions hosted throughout the year.

Honors 360

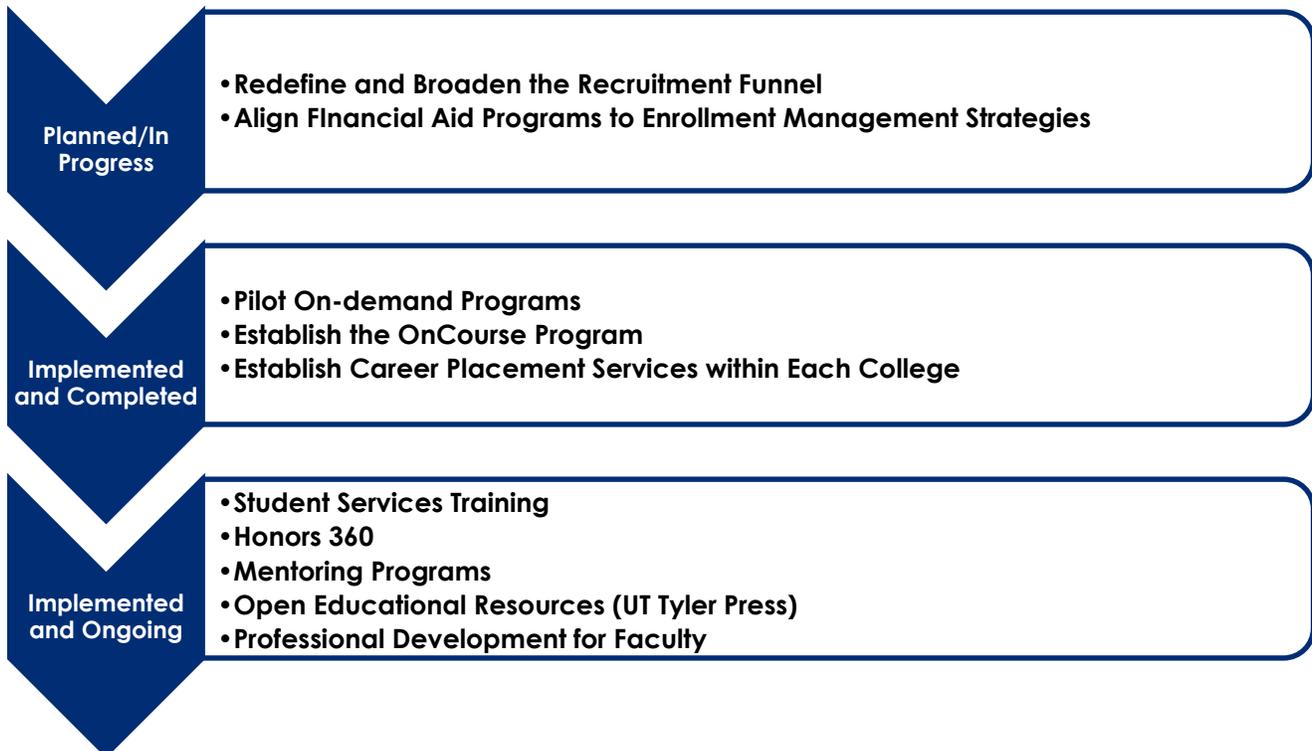
The Honors Program at UT Tyler is designed to provide an intellectually rigorous and innovative program for those students who love to be challenged and stimulated by new ideas, new ways of thinking and exciting interdisciplinary opportunities.

The UT Tyler Honors Program engages students with the opportunity to learn in smaller classes and provides one on one advising, career coaching, and experiential



learning. Honors Peer Mentoring Program contributes to the vertical integration of Honors students by allowing students of different classifications to connect with one another.

Timeline of Initiatives



PILLAR II: STUDENT ENGAGEMENT

The initiatives of Pillar II are meant to ensure each UT Tyler student has access to a rich, individualized educational experience.

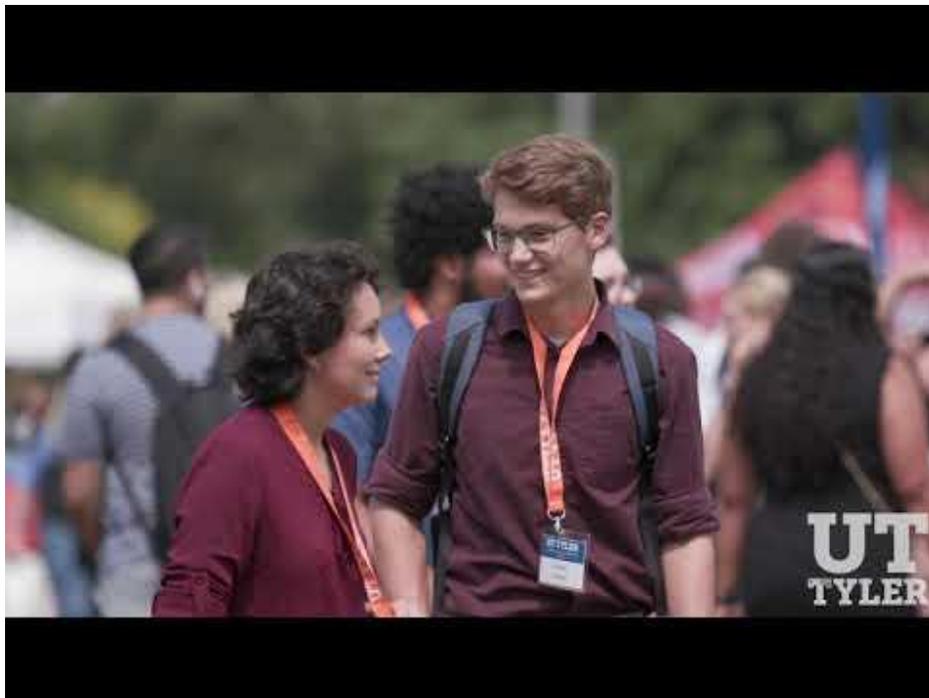
Strategic Goal: To stimulate the growth of traditions and programming that engages students in unique and compelling ways.



Key Initiatives

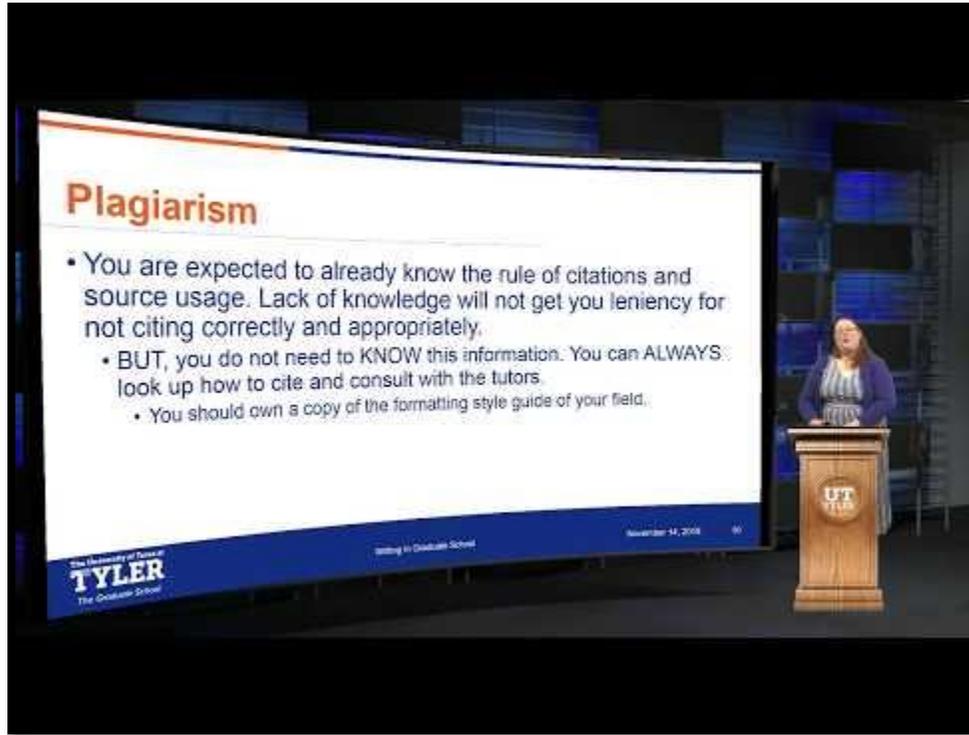
Design and Deliver the Career Success Conference

The UT Tyler Career Success Conference (CSC) brought nearly 200 business and industry leaders from a variety of backgrounds to share their experiences and wisdom. Students could choose to attend a variety of topics across multiple disciplines. In 2019, approximately 6000 students participated.



Graduate Student Workshops

A series of online workshops was designed for current and prospective graduate students. The Graduate School, in partnership with several departments on campus including the Robert R. Muntz Library and the Office of Research and Scholarship, created this series to help students expand skills in the areas of academic and professional/career development. All workshops are uploaded to the [Graduate Student Professional Development Center website](#).



Pursue the Advancement of Athletics from NCAA DIII to NCAA DII

UT Tyler was accepted into the National Collegiate Athletic Association (NCAA) Division II membership process in 2018, joining the Lone Star Conference. This transition is a multiyear endeavor and UT Tyler is successfully moving forward towards DII status.



Polling Center

The UT Tyler Center for Opinion Research is a full-scale polling center, operated by the Department of Political Science & History. The polling center includes professional computer assisted telephone interviewing software and work stations for students. Undergraduate and graduate students work shifts as part of their curriculum, and enables them to learn about survey research and data collection. The polling center was cited as one of the most accurate in the race between Ted Cruz and Beto O'Rourke, and was used by several nationwide news sources.



A collaboration with The Dallas Morning News was announced in January 2020. This collaboration will include a series of polls outlining Texas voters' preferences on candidates leading up to the November 2020 election.

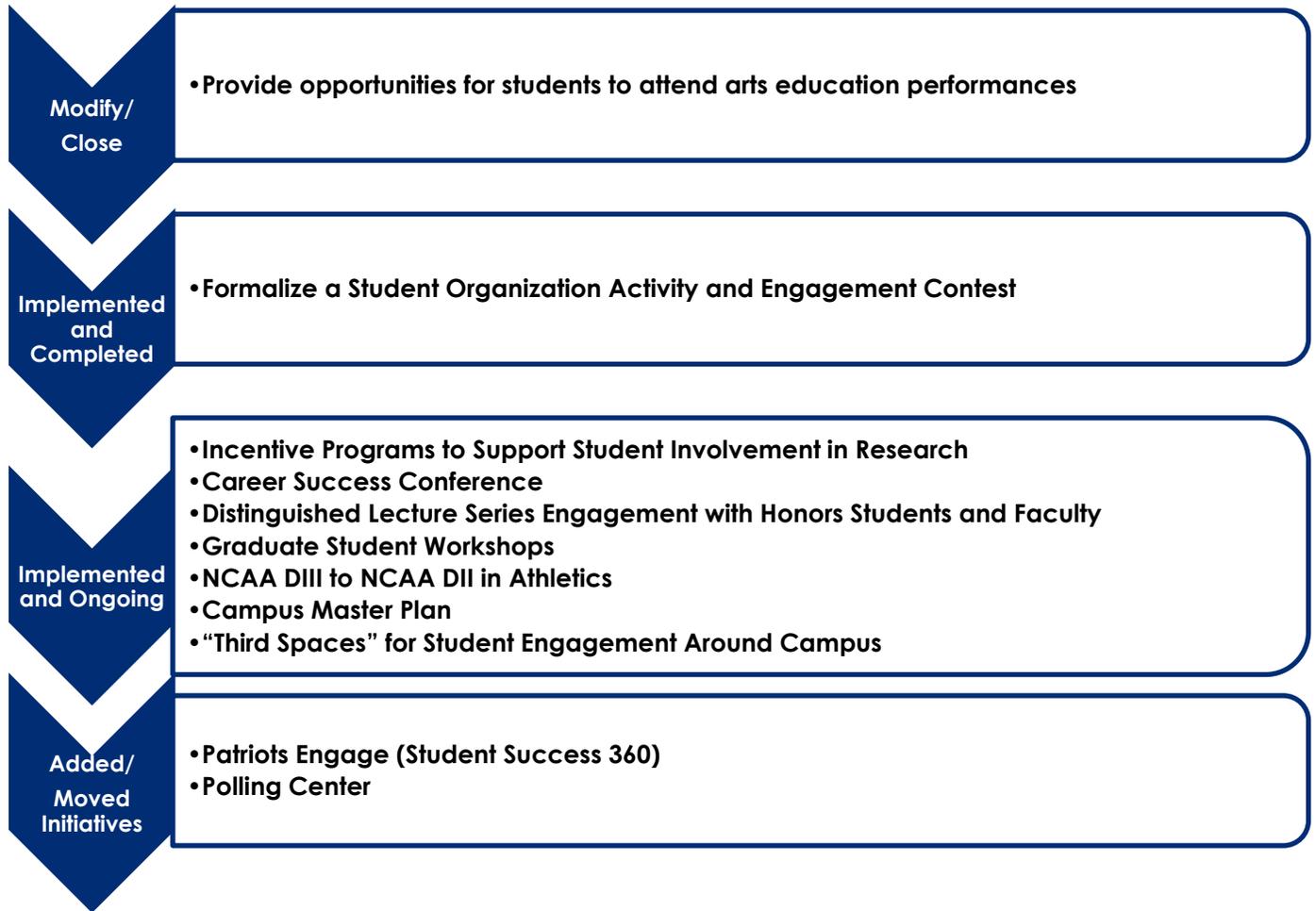
Patriots Engage

The initial launch of Patriots Engage occurred in spring 2019 with university events. Over 3800 individuals attended at least one event. Of those students who attended five or more events, their GPA averaged .08 points higher. This increased .14 points for those attending 20 or more.



Events through The Department of Student Engagement for fall 2019 had over 5500 check-ins and 1880 unique students, thereby reaching over 20% of the student population. Future plans include increasing the use of learning outcomes and co-curricular transcripts, as well as rolling out Patriot Paths in fall 2020.

Timeline of Initiatives



PILLAR III: RESEARCH AND SCHOLARSHIP

The initiatives of Pillar III will foster discovery through scientific, technological, intellectual and creative expression.

Strategic Goal: To endorse discovery that expands knowledge and transforms East Texas



Key Initiatives

East Texas Research Conference

The inaugural East Texas Research Conference was held in May 2019 and was co-sponsored by UT Health Science Center at Tyler, Texas College, and Jarvis Christian College. The theme was “Making East Texas Communities Stronger” and showcased innovative scholarship to advance education, science and technology, create entrepreneurship opportunities, and improve regional healthcare.

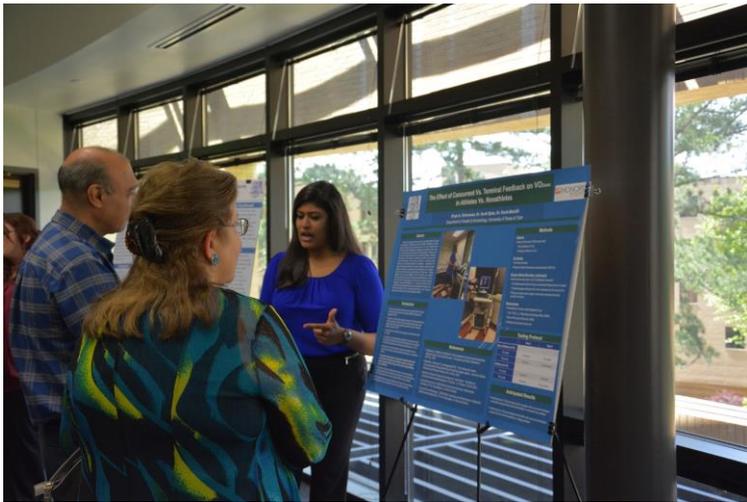


Research and service topics were presented in four major categories:

- Economic Development and Entrepreneurship - Unemployment and underutilization of labor, regional economic development, women-owned businesses, Hispanic entrepreneurship, and the impact of Loop 49 on regional economic development.
- Education and Literacy - Innovative mathematics and English curricula, project-based learning, dual credit pedagogy, school- and community-based literacy interventions, the benefits of early childhood learning, and the impact of professional development on teachers' self-efficacy.
- Health and Wellness - Collaborative efforts addressing health issues in East Texas and the results of clinical trials to evaluate new therapies, drugs and wearable sensors.
- Environmental and Infrastructure - Environmental risk assessments, freshwater mussels research, the status of hydrilla on Lake Tyler, and the structure of urban animal communities.

Honors Lyceum

The Lyceum is UT Tyler's largest student research showcase. The term "lyceum" refers to the school in ancient Athens founded by the philosopher Aristotle. Students at this ancient Lyceum studied and reported the world around them; in the same way, UT Tyler scholars present their research to the community. Research is presented on a wide range of topics.



The fourth annual Lyceum, cohosted by the Honors Program and the Center for Excellence in Teaching and Learning, was in April 2019. Undergraduate and graduate students participated in poster and oral presentations, with winners in each category. The Lyceum

included 158 student participants and 101 research projects.

The fifth annual Lyceum will be completely virtual spring 2020. The Lyceum will provide both our undergraduate and graduate students a chance to participate in the exchange of ideas that is so vital to the life of the academy.

The University of Texas at Tyler's Honors Program and the Center for Excellence in Teaching and Learning Present

4th Annual **Lyceum** Student Research Showcase

April 19, 2019

The University of Texas at
TYLER
Honors Program

Internal Grants Program

To advance research and scholarship goals outlined in the strategic plan, the Internal Grants Program provides seed funding for faculty and staff in several categories. The program is administered by the Office of Research and Scholarship using a competitive review process, under the advisement of the University's Research Council. The awardees are expected to use the results from the internal grant to seek external funding opportunities. Proposals are accepted in the following categories:

Grant Category	Objective
Presidential Interdisciplinary Grant	<i>Foster an environment of collaborative research and scholarship across disciplines at UT Tyler</i>
New Faculty Grant	<i>Enable new tenure-track faculty to initiate their research, scholarly activity, and creative endeavors at UT Tyler, leading to the establishment of sustainable research and scholarship.</i>
Bridge Grant	<i>Support research projects that require seed funding to collect proof of concept data needed to submit or resubmit a proposal for external funding; or to sustain research and scholarship of mid-career faculty in under-funded disciplines.</i>
Undergraduate Research Grant	<i>Foster and encourage active participation in research by undergraduate students.</i>
East Texas Research Grant	<i>Encourage research and scholarship that addresses pressing issues or challenges relevant to East Texas.</i>
Presidential Staff Research Grant	<i>Support staff involvement in research and scholarship.</i>

Hibbs Institute for Business and Economic Research

The Hibbs Institute for Business and Economic Research is a unit of the Soules College of Business. The mission of the Hibbs Institute is to help businesses, regional economic development councils, and local governments expand business activity in greater East Texas. The Institute presents useful business and economic data and provides professional economic research for companies and investors considering locating, expanding or investing in East Texas. The common goal is to increase economic activity and the economic success of all East Texans.



The Impact of COVID-19 on Tyler's Economy

Manuel Reyes, D.E.D.

This special issue of the **Hibbs Brief** discusses the presence of the new coronavirus and its impact on the Tyler-area economy. The UT Tyler Hibbs Institute estimates that Tyler-area nonessential businesses could experience economic losses exceeding \$100 million, over the first two weeks of the Smith County stay-at-home order.

COVID-19 is an infectious disease caused by a novel coronavirus, which leads to a respiratory illness similar to seasonal flu. COVID-19 is particularly concerning because it is highly contagious and causes more severe symptoms than seasonal flu, including higher hospitalization and mortality rates.

As a result of the number of cases reported within the last couple of weeks, local governments have imposed behavioral restrictions to minimize social contact and reduce transmission of the disease. On March 19, Governor Abbott passed an executive order to temporarily close schools, restaurant dining areas, gyms and bars, while also limiting social gatherings to no more than 10 people. Several days later, on March 27, Smith County officials issued a stay-at-home order amid the coronavirus outbreak.¹

The stay-at-home order requires Smith County residents to stay in their place of residence, except people who conduct certain essential activities, services and work.² This order is expected to flatten the curve by reducing the number of new COVID-19 cases.

While this measure was designed to slow the spread of COVID-19, it is also having an impact on the local economy. People consume less of certain goods and services while staying at home. The less people consume goods and services, the lower the economic activity. The first line of businesses affected by lower consumption are restaurants and bars, retail stores, entertainment and personal care services.³

The **Hibbs Institute** calculated the estimated economic impact of a reduction in Smith County nonessential business activity (nonessential A). Nonessential business activities were grouped into four industry sector categories: Retail, Recreation and Entertainment, Food Services and Personal Care Services.⁴ Using the annual output of each of these local industries, the economic impact of a two-week stay-at-home order can be estimated (Table 1). The estimates are substantial: the Tyler Metropolitan Statistical Area (MSA) could experience an economic loss of \$101.6 million.⁵

The **Hibbs Newsletter** is published monthly on a variety of business development topics. Hibbs Briefs are published every month, addressing local economic concerns. The latest **Hibbs Brief** covers the local impact of the COVID-19.

Additionally, white papers and technical reports on topics affecting the regional economy are produced. Hibbs also functions as a small consulting firm that develops special interest projects.



In this issue of the Hibbs Newsletter, we discuss key characteristics of the commuting workforce in the U.S. with a focus on East Texas.



¹ "The Commuting Time to Work in the United States and Texas," by Manuel Reyes, D.E.D., and Manuel Reyes, D.E.D., in *Hibbs Newsletter*, February 2020, pp. 1-4.

² "Executive Order 2019-019," by Greg Abbott, in *Executive Order 2019-019*, pp. 1-4.

³ "The Economic Impact of a Stay-at-Home Order on the Tyler Metropolitan Statistical Area," by Manuel Reyes, D.E.D., in *Hibbs Newsletter*, February 2020, pp. 1-4.

⁴ "The Economic Impact of a Stay-at-Home Order on the Tyler Metropolitan Statistical Area," by Manuel Reyes, D.E.D., in *Hibbs Newsletter*, February 2020, pp. 1-4.

⁵ "The Economic Impact of a Stay-at-Home Order on the Tyler Metropolitan Statistical Area," by Manuel Reyes, D.E.D., in *Hibbs Newsletter*, February 2020, pp. 1-4.

Implement Grad School 180

With the Research and Scholarship pillar of the strategic plan in mind, The Graduate School launched Grad School 180. This is a Three-Minute Thesis™ type research competition for students involved in writing dissertations, master's theses, and graduate projects. It is held in April as part of the national Graduate and Professional Student Appreciation Week and showcases graduate students engaged in research and community involvement.

In its second year, Grad School 180 had almost double the number of participants as the launch year, from 25 to 45. The 40+ participants representing a diverse mix of masters and doctoral programs competed for a chance at the top three awards, and in 2019 we also introduced a People's Choice award.

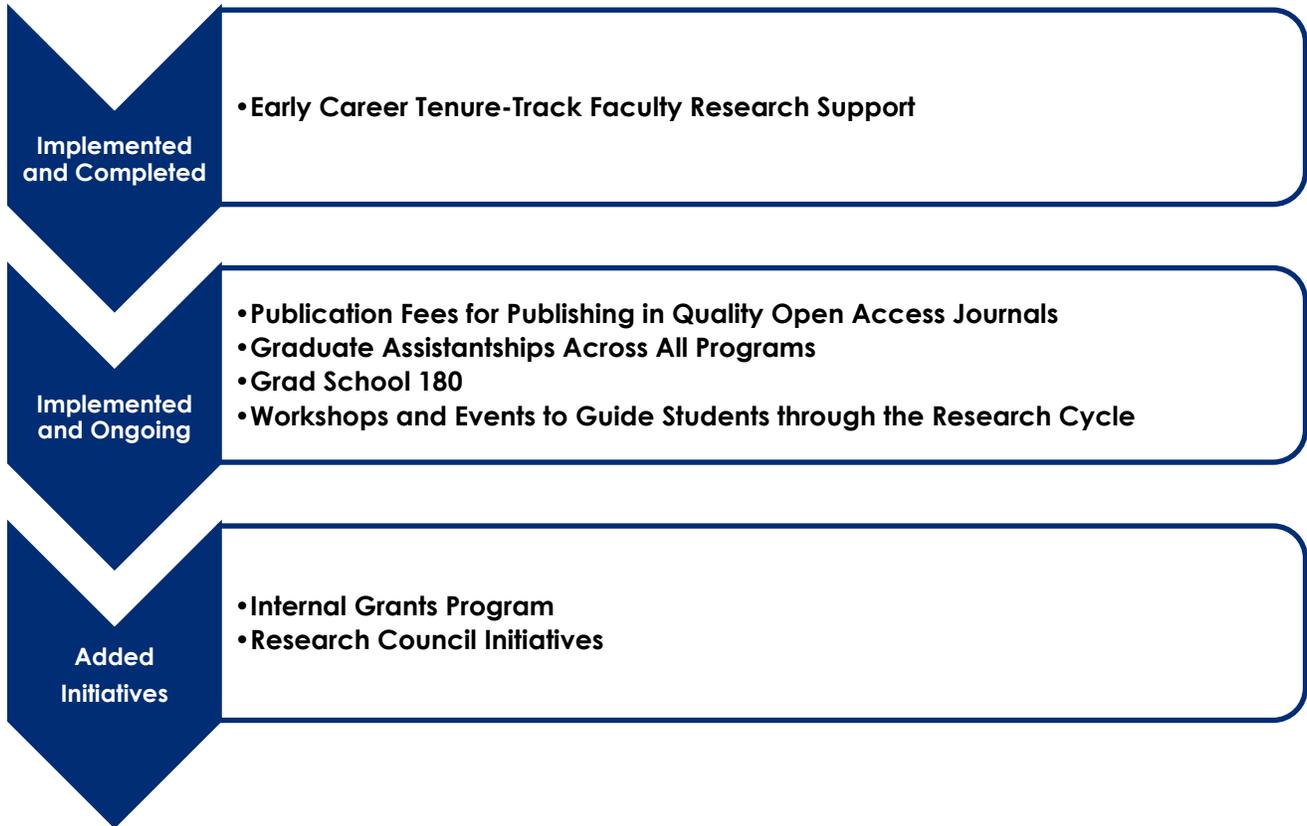


Local community business and industry leaders were invited to serve as guest judges for Grad School 180, and a local news outlet covered the event. The Grad School 180 finalist videos now reside online in [Scholar Works](#) to showcase the breadth of research and talent of our graduate students.



One of the 2019 judges was so impressed with one presentation in particular that she encouraged her media outlet to do a [full-length feature story](#) on the issue, which resulted in the faculty and academic department receiving very positive local and regional coverage on an issue that impacts East Texas.

Timeline of Initiatives



PILLAR IV: COMMUNITY ENGAGEMENT

The initiatives of Pillar IV will encourage local and regional collaborations and partnerships with governmental entities, businesses and nonprofit organizations to improve the quality of life in our communities.

Strategic Goal: To successfully deploy the university's intellectual capital to address regional needs



Key Initiatives

Leaders and Legends

Founded in 2018, Leaders and Legends is an exclusive forum to bring the top business leaders of East Texas together with renowned business legends.



East Texas business leaders with a company revenue of \$10 million or 100+ employees are invited to an exclusive breakfast with the Leaders and Legends speaker. The purpose of this event is not to reach the most leaders but to have a quality, intimate experience with the speaker and other leaders. In addition, the Soules Ambassadors were in attendance and had the opportunity to network with business leaders. Steve Forbes spoke to 81 in 2018 at the Cowan Center and Karl Rove spoke to 84 in 2019 at the Alumni House.

Adopt a School District

A partnership between UT Tyler and Winona ISD was created with the focus of supporting and guiding improvement initiatives in areas such as discipline, instruction, and curriculum. A multi-tiered approach focuses on increased training for teachers and interventions for students. Through this partnership, Winona's score increased from 55 to 85. Recent comparison data between the 2019 STAAR test to the 2018 STAAR test show growth by as much as 88% overall.

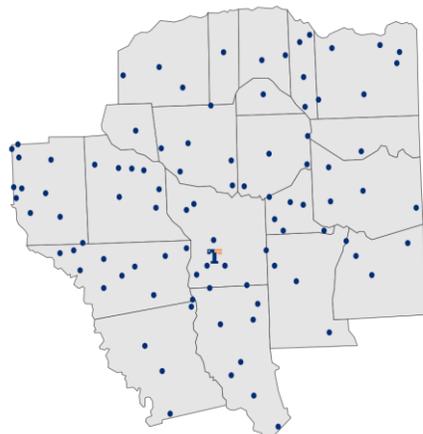


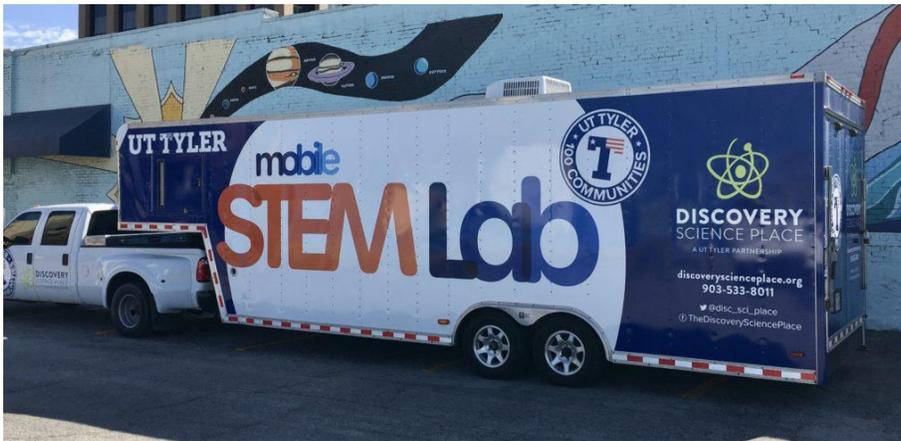
“The most rewarding part is when you see a child that lacks confidence and see their eyes brighten up. Sometimes they just explode with happiness.”

- Samantha Campbell, education major (as reported to Tyler Morning Telegraph)

100 Communities

The purpose of the 100 Communities initiative is to travel across the region to build relationships in communities throughout East Texas and determine ways UT Tyler can partner and support the community. The InTune Mobile Unit, Panola College Partnership, Whitehouse ISD Counselor partnership, and the Discovery Science Place Mobile Unit are just a few ways UT Tyler is supporting local communities. The map below shows all of our communities visited:





One initiative from the 100 Communities is the INTUNE Mobile Healthcare Unit. The INTUNE Mobile Healthcare Unit is a collaboration between UT Tyler and Special Health Resources for Texas, with the mission to make healthcare more accessible in rural and under-served areas of East Texas. The unit is equipped like a primary care office, including screening and diagnostic tools. The unit will also provide clinical training hours for nurse practitioner students and allow them to have experience with more diverse patients.

Senior Adult Growth and Enrichment (SAGE)

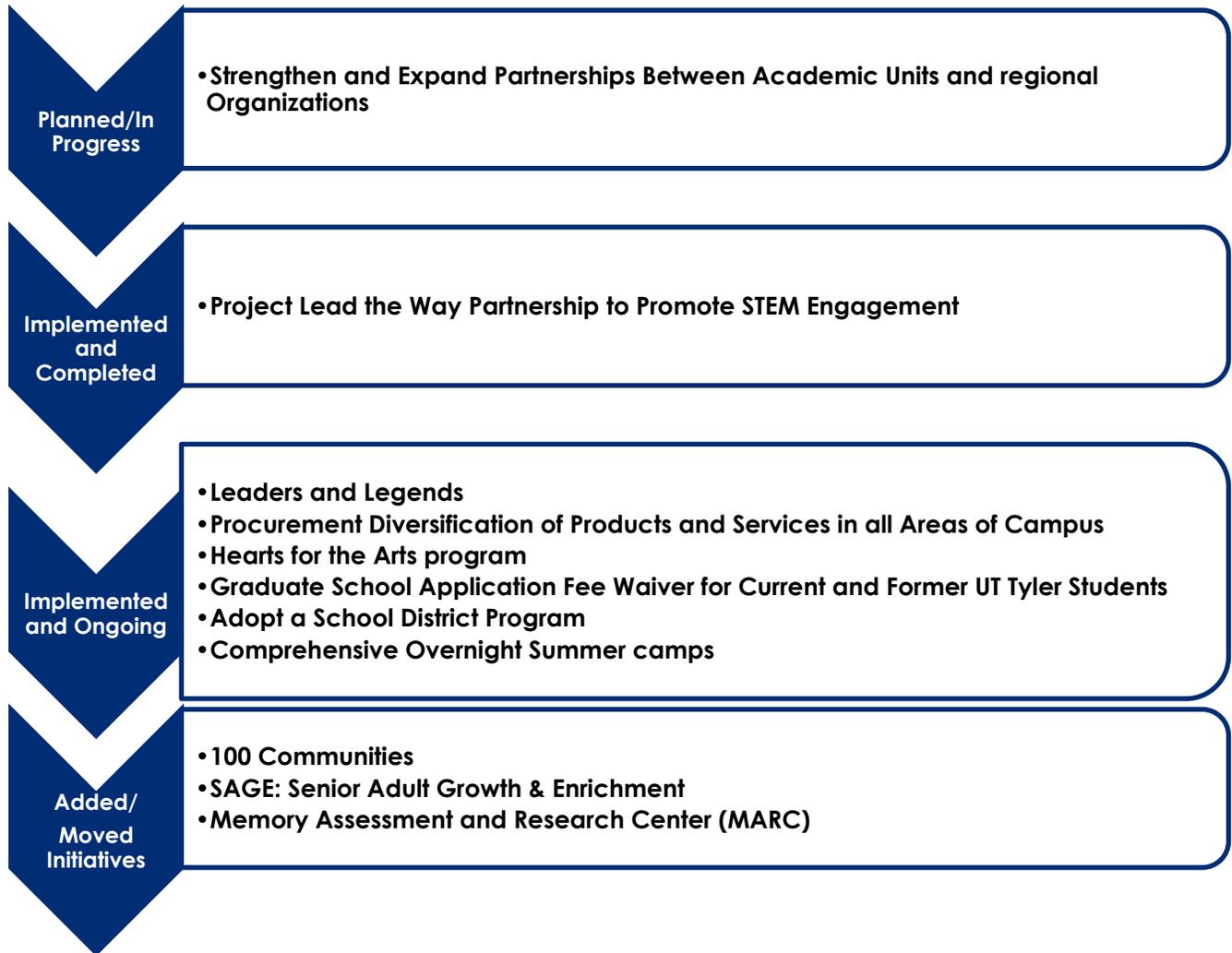
The University of Texas at Tyler turns a focus to the largest segment of the East Texas population: ages 55 and up. Through on-campus events, such as the Day at the Ballpark, the Book Club, Senior Prom, and Dance at half-time, seniors are given opportunities to engage with the UT Tyler community.



Memory Assessment and Research Center

The UT Tyler Memory Assessment and Research Center (MARC) is a university center dedicated to improving the lives of Tyler, Smith County, and East Texas community members by providing neuropsychological screening and evaluation services to individuals with suspected or existing cognitive impairment, therapeutic services for their caregivers and family members, and innovative scientific research. The MARC is a collaboration between The University of Texas at Tyler and the [Alzheimer's Alliance of Smith County](#). The center provides UT Tyler students with training and clinical experience.

Timeline of Initiatives





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