



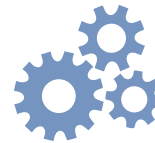
**MISSION:** Sam Houston State University provides high quality education, scholarship and service to qualified students for the benefit of regional, state, national and international constituencies.

## SUPPORTING STRATEGY:



### Lifelong Learning

Foster a lifelong learning environment in support of a diverse faculty and staff who are excellent scholars, educators and professionals.



### Stimulating Environment

Promote a stimulating learning environment through The integration of academic settings, campus culture and service.



### Intellectual Transformation

Increase and develop university resources and infrastructures that support the intellectual transformation of students.



### Anticipating Needs

Enhance marketing outreach and visibility to include academic and scholarly activities through consistent and integrated messaging while optimizing communication channels.



### Data-Driven Decision Making

Promote efficient data-driven decision making through the integration of centralized data analysis, review and dissemination.



### Enhanced Outreach

Cultivate a continually sensitive and proactive response to the ever-changing needs of our constituents.

## VALUES:

