

PILLARS OF EXCELLENCE

PILLARS —————> PRIORITIES —————> GOALS

*The Pillars of Excellence are the strategic areas of focus.
These represent what we do, how it's experienced and why it's different.*

2025-26 HIGHLIGHTS

1 ENROLLMENT

- Expanded online offerings from 69 to 84 programs, with 15 additional programs planned.
- Increased enrollment in high-demand STEM fields, including 71% growth in Data Science.
- Received more than 950 applications for the inaugural Physician Assistant Studies cohort.
- Expanded CJ's Master of Forensic Science degree enrollment by 50% and COE's alternative teacher certification program enrollment 23%.

2 RETENTION

- Improved student retention and persistence among those attending Bearkat Camp and Bearkat Kickoff, with participants significantly outperforming nonparticipants.
- Supported 1,041 students through the Community Advocacy, Resources and Engagement (CARE) Network.
- Increased first-year retention 2.5% and expanded UNIV 1101 to 1,449 students.
- Expanded graduate student engagement 124% through mentoring and professional development.

3 COMPLETION

- Celebrated the largest graduating class in university history in Spring 2026 (2,575 degrees).
- Achieved a 99%+ residency placement rate for SHSU-COM's class of 2026.
- Increased four-year graduation rates for Bearkat Camp participants to 50.8%.
- Reduced D, F and Q rates 5%–8% in targeted courses.
- Accelerated degree completion through streamlined graduate programs and career-focused curriculum.

4 AGILITY

- Modernized enrollment and student success through Salesforce, predictive modeling and analytics.
- Expanded workforce-responsive programs in AI, cybersecurity, healthcare and skilled trades.
- Integrated artificial intelligence into 56 business courses.
- Streamlined procurement and financial processes and transitioned oversight of \$168 million in retirement assets.

2025-26

IGNITING ACTION

STRATEGIC PLAN
YEAR THREE UPDATE



Sam Houston
State University
MEMBER THE TEXAS STATE UNIVERSITY SYSTEM

STRATEGIC PRIORITIES



YEAR
THREE
UPDATE

1 PRIORITIZE STUDENT SUCCESS & STUDENT ACCESS

- Expanded college affordability by raising Bearkat Promise eligibility from \$40,000 to \$100,000 in family income.
- Reduced first-year barriers through block scheduling and expanded open educational resources serving 7,074 students.
- Strengthened recruitment for prospective students by expanding the capacity of COHS summer camps.
- Launched the Master of Physician Assistant Studies program, attracting 950+ applications for the inaugural 40-student cohort.

2 EMBODY A CULTURE OF EXCELLENCE

- Expanded research through \$125 million in grant submissions, 247 active grants, and 11 patent applications.
- Secured \$7.6 million in new external funding for COSET.
- Generated more than \$72 million in philanthropic support for scholarships, academic programs and strategic priorities.
- Modernized campus infrastructure, safety and technology through strategic investments.
- Earned Conference USA academic recognition while implementing NCAA's Holistic Student-Athlete Benefits Model.
- Opened Health Professions Building in Conroe to nurture a growing and collaborative healthcare learning environment.

3 ELEVATE THE REPUTATION & VISIBILITY OF SHSU

- Secured \$2.5 million grant to expand the Cyber Forensics Intelligence Center's Security Operations Center into a regional cybersecurity hub.
- Elevated Bearkat Athletics' visibility through a national College Sports Media Award and a 48% increase in student basketball attendance.
- Redesigned all COBA graduate programs into a 30-hour degree and reduced time and cost required to earn an MBA.
- Achieved record Giving Day support with approximately \$564,000 raised from 870 donors.
- Launched an external marketing website designed for prospective students, parents, alumni, visitors, strategic partners and other external audiences.

4 EXPAND & ELEVATE OUR SERVICE TO THE STATE AND BEYOND

- Strengthened Texas' physician workforce by placing 66% of osteopathic medicine graduates in Texas residencies, with 51% entering primary care.
- Expanded graduate medical education through new psychiatry and family medicine residency programs.
- Expanded nursing education capacity through facility renovations, Shared Nursing Academic Practice Partnership Initiative (SNAPPI) and advanced simulation technology, supporting phased enrollment growth to 720 students.
- Partnered with 21 school districts on teacher residencies, mentorship and Grow-Your-Own pathways addressing statewide educator shortages.

A MESSAGE FROM THE PRESIDENT

Dear Colleagues,

As we reflect on the third year of our Strategic Plan, I am grateful for all we have accomplished together. Every achievement highlighted in this brochure reflects the dedication, creativity and service of our faculty and staff. Because of your work, more students are finding opportunities to succeed, our academic programs continue to grow in quality and reputation and SHSU is making an even greater impact across Texas.

This past year, we expanded access to higher education through the Bearkat Promise, strengthened student success, invested in healthcare and workforce development, advanced research and innovation and earned national recognition for quality and value. Most importantly, these accomplishments represent students whose lives have been improved, communities strengthened through our partnerships and graduates prepared to make a difference wherever they serve.

As we continue our journey, our Strategic Priorities and Pillars will guide the work ahead as we build on this momentum through continuous improvement and a shared commitment to excellence.

Thank you for all you do to serve our students, our university and the State of Texas.

Sincerely,



Alisa White, Ph.D.
President