



## UNIVERSITY ADMINISTRATION

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Brett C. Welch, Ph.D. ———— Interim Provost and Vice President of Academic Affairs  
Samuel Jator, Ph.D. ———— Senior Associate Provost for Academic Affairs  
Gene L. Theodori, Ph.D. ———— Associate Provost for Academic Affairs  
Mark A. Robinson, M.B.A. ———— Vice President of Operations and Chief Financial Officer  
Sean P. Stewart, M.S. ———— Chief Information Officer  
Hector A. Flores, Ed.D. ———— Chief of Operations and Chief of Police  
Katrina M. Brent, Ed.D. ———— Vice President for Enrollment Management and Marketing  
Freddie Titus, Ph.D. ———— Vice President for Student Affairs and Strategic Initiatives  
Juan J. Zabala, M.B.A., C.F.R.E. — Vice President for University Advancement  
Jeff S. O'Malley, J.D. ———— Director of Athletics

# LAMAR UNIVERSITY®



## PREAMBLE

When workers struck oil at Spindletop over 100 years ago, it forever changed the landscape of Southeast Texas and catapulted the world into the oil age. An important part of Lamar University's institutional identity is tied to that massive 1901 oil gusher, which set the foundation for South Park Junior College's creation in 1923. From our earliest days as an institution of higher education, we have adapted quickly to our environment, whether it be the unprecedented population growth of a young boomtown, or the rapid technological and business innovation that followed. In these early contexts, the institution quickly became an integral frontrunner in technology and energy education. Throughout the twentieth century, Lamar University has served Southeast Texas in a strategic, relevant, and sustainable way. Our founders wanted education that produced leaders for this region, and they succeeded.

Today, Lamar University is thriving as a boomtown of knowledge. Our faculty, staff, and students create a culture committed to student

success and the advancement of research that energizes economic development around the world. Over the course of our rich 100-year history, the education we provide is far more versatile, firmly grounded in the humanities and sciences, but with a continued emphasis on practical applications. The result provides a sharp advantage to our graduates as they develop skills for lifelong learning and prepare for the jobs they will have throughout their careers.

As we look toward our second century, now is the time to tap into our strengths and find ways to multiply their impact for the future. With each new strategic investment in research, academic programs, internships and cooperative education, we extend the influence of Southeast Texas across the entire state and nation. We will need to think creatively about emerging economies to ensure our graduates are the trailblazers of the next century. What we do next will be transformative – because our moment is now.

## GUIDING PRINCIPLES

### WHO ARE WE?

Lamar University connects its brand to its purpose by offering programs that prepare graduates to be job and career-ready. The focus is on developing skills for immediate job market competitiveness while also emphasizing the importance of preparing for a long-term career path through the integration of liberal arts. We strive to produce highly skilled graduates, researchers, and leaders who employ a balanced approach to risk-taking, entrepreneurship, strategic thinking, and ethical awareness. We invest in research with relevance to Texas, particularly Southeast Texas.

### HOW DO WE WORK TOGETHER?

Lamar University values effective teamwork as a "force multiplier," where diverse ideas intersect to achieve exceptional results. We also value the diverse expertise of our employees and leverage it to solve complex problems. Our shared vision unifies unit-specific goals, propelling the entire university forward.

### WHO DO WE SERVE?

Lamar University places students at the center of our focus, ensuring that their needs guide our work at every level and in every division. Projects and budgets directly contribute to student-specific outcomes, including academic success, social and psychological wellbeing, student research, and engagement.

### WHERE DO WE CHOOSE TO INVEST OUR RESOURCES?

Lamar University strategically manages resources to support talent development in Texas. Streamlining academic offerings strengthens outcomes, promotes excellence in select concentrations, and builds a national reputation. We strategically fill vacant positions to enhance our brand and purpose and to seize opportunities regionally and beyond. Investing in programs to enhance our academic brand is crucial for our future success.

## VISION

*To establish Lamar University as a first choice of tomorrow's leaders and career professionals in Texas.*

## MISSION

*Lamar University strives to educate leaders, demonstrate excellence in student learning and career readiness, and pursue research with relevance.*

## STRATEGIC PLAN

### EXCELLENCE

*The quality of truly being the best at something, excellence means greatness – the very best.*

- Strategic enrollment growth eclipsing 20,000 students achieved by fall 2028
- Academic innovation
- Scholarship of significance
- Recognizing and rewarding excellence

### SUCCESS

*The achievement of desired goals, reflecting growth, development, and improvement – not necessarily a destination but a journey that helps develop the resources needed to thrive.*

- Pathways to success at Lamar University will be strengthened and developed
- Students will be more successful at Lamar University
- Students will develop career readiness skills at Lamar University
- Lamar University athletic programs will compete for championships in the Southland Conference and in NCAA Division I

### ENGAGEMENT

*A level of enthusiasm and dedication achieved through relationships resulting in greater productivity and higher performance.*

- Robust campus life and learning opportunities will be developed
- Alumni connections will be strengthened
- Industry partnerships will be developed strategically

### EFFECTIVENESS

*The capability of producing a desired result in the achievement of an intended or expected outcome.*

- The Our Moment is Now Centennial Campaign will be successful
- The university will manage its resources effectively and efficiently
- Strategic investments will be made in support of university initiatives