




UNIVERSITY OF TEXAS AT ARLINGTON

UTA 2030

Shared Dreams, Bright Future.



Together we will realize
our strategic plan,
ensuring we accomplish
**big dreams
together.**







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Message From the President



UTA 

The Maverick Way to a Bright Future

I am very pleased to introduce The University of Texas at Arlington's new strategic plan, **UTA 2030: Shared Dreams, Bright Future**.

This plan is a shared collaboration with participation across our University and broader community, through a year of engagement sessions, planning meetings, interviews, focus groups, and feedback from our stakeholders. It is the embodiment of the dreams that our community has shared with me and the bright future we have ahead of us as we realize those dreams.

Our strategic planning efforts created an important platform for ideas to be shared about what is important for our University, and it also allowed our leaders to evaluate what makes UTA successful as well as what will help us grow stronger as a University and a community. Through input of both internal and external stakeholders, we were able to identify the top priorities for the University we will focus on over the coming years.

The goals outlined in this plan, like our dreams, are big and will help us to shine brightly.



Jennifer Cowley, Ph.D.
President
University of Texas at Arlington

All of the work outlined is guided by our mission, vision, and values.

These shape our goals and strategies as we focus on the talents of our students, the research and innovation that supports our robust economic impact, and our culture of community engagement.

We greatly appreciate the time and effort invested by our students, staff, faculty, and community leaders for their active participation in this process and for sharing their expertise to create this plan. I'm honored to share this next phase of UTA's journey with this incredible community, and to share the path we plan to forge together as we look forward to realizing an even brighter future for UTA and all those whom we impact.

Together, through our shared dreams, we have a bright future ahead.

The slide features several decorative curved lines. Two blue lines are positioned in the upper left quadrant, overlapping each other. A single orange line is located in the lower right quadrant. The text 'Introduction' is centered in the middle of the slide.

Introduction

The logo for UTA (University of Tennessee at Chattanooga) is located in the bottom center. It consists of the letters 'UTA' in a bold, blue, sans-serif font, with a small orange star symbol positioned between the 'A' and the 'T'.

UTA





Where Bright Futures Unfold

The University of Texas at Arlington (UTA), a Hispanic-Serving Institution and Asian American and Native American Pacific Islander-Serving Institution, stands as a beacon of community impact within the region. With deep roots in North Texas and strong partnerships across the Dallas-Fort Worth Metroplex, UTA has brought continuous momentum to Arlington and the broader region for over 100 years.

An anchor in its community, UTA has proven that big dreams yield bigger results by pushing the boundaries of knowledge and fostering a culture of innovation and discovery. In recent years, UTA has set its sights on monumental impact through research, achieving Carnegie R-1 status, placing itself among the most elite doctoral research universities in the country.

The work of UTA is not done alone. It is through the academic rigor of our faculty and the drive of our students, the strong partnerships with businesses and community organizations, and the unique place in one of the fastest-growing regions in the country that UTA can dream even bigger.

In this newest strategic plan, UTA redefines community impact for universities, rooting it in academic excellence, groundbreaking discovery, and unwavering engagement. Together, we embark on a journey guided by this roadmap to realize the shared dreams of our community and shape a bright future for all.

PILLARS OF ASPIRATION

Talent, Innovation, and Place

UTA built our strategic plan around three pillars of aspiration: the talent we develop, the innovation we create, and the unique place we hold in the region and state.

Our Past Shapes Our Future

For over 100 years, UTA has been supporting students, conducting research, and serving its community.

Founded in 1895, UTA joined the UT System in 1965, signifying a time of change and growth for the institution.

Throughout the years, UTA has focused on developing its campus infrastructure to support the expansion of academic programs and research capabilities.





Tomorrow's Trailblazing Talent at the Forefront

At the heart of UTA's mission lies an unyielding commitment to developing the talent of our region, nation, and world. We are a catalyst for transformation, empowering our student body with the knowledge, skills, and experiences they need to redefine the future.

Developing talent at UTA encompasses more than academics—it's about equipping students with the tools to succeed in their personal and professional lives, contributing to their future and positively impacting the communities they serve.

Through immersive and innovative learning environments, we ignite the passions and unleash the potential of our students. We foster a culture where critical thinking, problem-solving, and creativity flourish, preparing them to navigate challenges and seize opportunities.

Graduates emerge as visionary leaders with the confidence and expertise to make their marks in industries around the globe.

They embody the spirit of UTA—a spirit of ingenuity, determination, and a relentless pursuit of excellence.

Ranked among the top universities for its high-quality academic programs, support of veterans, and impact on social mobility, UTA produces graduates who stand out as leaders in their fields. Through strong partnerships within the community, students gain invaluable research experience, Internships, and job opportunities, fostering personal and professional growth while contributing to regional development and serving their community, to create impact.

This guiding pillar of UTA 2030 places our work to nurture talent, empower our students to dream big, and inspire them to turn their aspirations into realities at the center of everything we do.

A Laboratory for Innovation

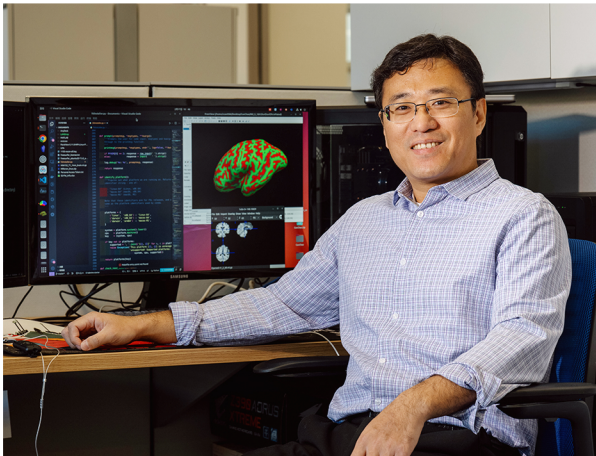
UTA serves as opportune ground for innovation, where new knowledge, industries and cultures converge. Beyond being a cultural and economic hub, UTA is a laboratory for innovation.

For decades, we have been an institution that fosters endless possibilities for scholars and students to explore, learn, and contribute to the community. UTA's commitment to innovation is a driving force that shapes partnerships with local businesses and industries.

Through business incubator programs and research collaborations, UTA supports startups and established companies in sectors such as aerospace, health care, and manufacturing—fueling economic growth, creating jobs, and enhancing the community's vitality.

With UTA 2030, we are poised to build upon this legacy of innovation, harnessing the potential of our researchers and students to transform the future.

Through a relentless pursuit of solving today's toughest challenges, UTA will solidify its position as a catalyst for progress, driving technological advancements, and inspiring generations to come.





Our Place, Our Story

Our unique place within the dynamic Dallas-Fort Worth Metroplex is not just geography; it's an inspiration, and our story is intricately woven into the fabric of our community.

Since 1895, UTA has been an anchor in Arlington, and it has grown to become a cornerstone of this region, supporting North Texas and beyond.

Our community has rallied around UTA through decades of change and progress. We have remained unwavering in our commitment to see the region succeed.

As a place-anchored institution, UTA makes significant contributions to the communities we serve. Through outreach programs, volunteer initiatives, service learning, and partnerships with local organizations, the University has become a catalyst for positive change.

UTA's collaborative efforts have brought continuous momentum to the region, and its partnerships with Fort Worth, Dallas, and beyond support students and communities across the Metroplex.

We make our communities stronger through all the ways that we connect with them.

As we chart our course, guided by our shared dreams of impact, UTA has an incredible opportunity to tap into the potential of our community. UTA is not just a university; it's a catalyst for profound change, which we will accomplish together in the heart of North Texas.

Into the Future

UTA's story is one of shared dreams
and collective impact.

It's a journey where every new initiative
is a testament to our commitment to
talent, innovation, and place—and a sign
of our relentless pursuit of a brighter,
shared future.



The background features several thick, curved lines. Two blue lines are positioned in the upper left quadrant, overlapping each other. A single orange line is located in the lower right quadrant, curving upwards and to the left.

History

UTA 

A History Built on Impact

Founded in 1895 as Arlington College, The University of Texas at Arlington has grown over the past 128 years into a nationally recognized research university that proudly serves the community of North Texas. UTA has consistently pushed the boundaries of knowledge, fostering a culture of innovation and creativity that has propelled the institution to the forefront of higher education.

Over the decades, UTA has grown exponentially, expanding its academic programs, research capabilities, and student body, while establishing itself as an anchor institution that has made a tangible impact on the social, cultural, and economic landscape of the region.

Our story is about meeting the needs of the vibrant tapestry of our community, amplifying impact, and turning shared dreams into tangible realities.



Arlington College founded as a primary and secondary school.

1895



Renamed to North Texas Agricultural College as a result of expansion beyond vocational education.

1923



Officially became a baccalaureate degree-level institution.

1959



Graduate School established, offering master's degrees.

1966



First doctoral degree programs added.

1969



1917

Joined the precursor to the Texas A&M System, becoming a junior college with a focus on agricultural trades.



1949

Became Arlington State College (ASC), reflecting the broadening array of academic programs.



1965

Joined the University of Texas System.



1967

Renamed to The University of Texas at Arlington (UTA), establishing three new colleges.



1970s

Continued expansion of curriculum and services to meet student needs.





Office of Continuing Education created for cultural enrichment and noncredit courses.



Renewed focus on student housing, providing apartments for nearly 1,000 students.



Significant enrollment and program expansion, including new doctoral offerings.



Earned R-1 status from the Carnegie Classification for Very High Research Activity.



Established the Blaze Forward program to support student affordability.

1978

1990

2000s

2016

2022



1987

Recognized by the Texas Select Committee on Higher Education as an emerging research university.



1995

Achieved Doctoral University I status in the Carnegie Classification.



2014

Designated a Hispanic-Serving Institution by the U.S. Department of Education.



2021

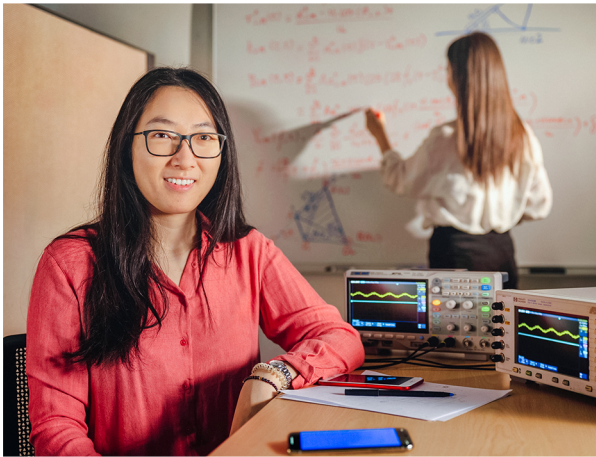
Designated an Asian American and Native American Pacific Islander-Serving Institution by the U.S. Department of Education.





Our Mission, Vision, and Values







Our Mission

The University of Texas at Arlington is a comprehensive teaching, research, and public service institution dedicated to the advancement of knowledge through scholarship and creative work.

The University is committed to providing access and ensuring student success, and to a culture of innovation, entrepreneurship, and commercialization of discoveries by our community of scholars.

The University promotes lifelong learning through its academic, continuing education, and experiential learning programs. The faculty, staff, and student community shares diverse cultural values that foster inclusivity and cultivate mutual respect.

Our Vision

To have a lasting impact on the communities we serve by developing the talents of our students, leading in innovation and discovery, and fostering a culture of engagement.

Our Values

Collaboration

Building authentic partnerships to leverage access, skills, talents, and knowledge to achieve desired results.

Community of Belonging

Creating a thriving community that demonstrates appreciation, value, and respect for all individuals.

Excellence

Approaching all actions with high standards and exemplary service.

Innovation

Consistently striving to think and act in new and creative ways.

Integrity

Demonstrating honesty, transparency, and ethical behavior.



Strategic Themes

What Guides Us



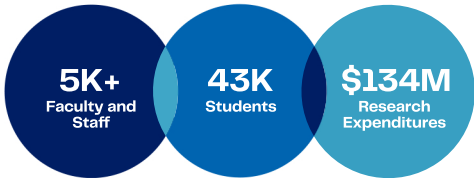


By the Numbers



UTA 





As the second-largest employer in Arlington, UTA contributes significantly to the region's economy and workforce.

UTA continues to set enrollment records for first-time-in-college students year after year.

Classified as a Carnegie Research-1 Very High Research Activity university. Total research expenditures have grown to \$134 million for FY 2023.



270K
Alumni

UTA has more than 270K alumni, 62% of whom still reside in North Texas.

\$28.8B
Economic
Impact

UTA and our alumni have an expansive economic impact in the state of Texas.

100+
Buildings

With a footprint spanning 420 acres, UTA continues to modernize its campus with state-of-the-art facilities.



21 Academic Programs in Top 100

(U.S. News & World Report, 2024)

UTA 





No. 1 Public School in North Texas

(The Wall Street Journal, 2024)

UTA 





No. 3 in Texas for Advancing Social Mobility

(U.S. News & World Report, 2024)

UTA 





No. 1 Best Public University for Veterans

(Military Times, 2023)

UTA 



KEATING

U.S. ARMY



Highest First-Year Median Wage

(UT System Dashboard, Non-Medical UT System Institutions)







People and Culture

UTA 



Our Dream

"UTA will be a place where every member of the community has the resources and support they need to flourish."

!!
We ARE
STRONGER,
TOGETHER.

Pride

Empower, Thrive.

VALUES
Talent

Belonging, Engagement, Culture,

Pride, Values, Professional Development, Talent, Support

DEVELOPMENT
WILL POWER

!!
Belonging

SUPPORT

Welcoming, Enrichment

WELCOMING





Together, We Thrive

At UTA, we are committed to creating a culture that celebrates and promotes inclusivity and values the unique contributions of each individual. We believe that a genuinely supportive environment is one where every person, from employees to students to our partners and beyond, feels a sense of belonging and is empowered to be their authentic selves.

Across every department and area of expertise, our Maverick workforce cultivates excellence, professionalism, and a shared commitment to quality higher education.

To support our vision of creating an outstanding university experience for all, we are investing in workplace ecosystems that attract and retain world-class talent, enhancing opportunities for career growth, and empowering our employees to contribute to a vibrant and inclusive campus community.

Together, we are committed to being the university that leads the way in higher education.

OUR GOAL


We will create and enhance a climate that values meaningful collaboration, recognition, and belonging.



**Integrate UTA
values throughout the
University to support
the campus in creating
an environment and
culture of belonging and
engagement.**

Tactics

- Enhance new-hire experiences focused on UTA culture.
- Grow and expand new employee resource groups to promote a sense of belonging and support personal and career development.
- Empower the Belonging and Engagement Council to drive organizational change focused on strengths and opportunities from engagement surveys.
- Operationalize best practices for engagement and belonging and utilize engagement coaches for continuous improvement of the employee experience.
- Move employee engagement and culture to the highest benchmark.

A photograph of three women walking in a hallway, overlaid with a blue tint. The woman on the left is wearing dark scrubs, the woman in the middle is wearing a light-colored sweater, and the woman on the right is wearing a white lab coat. They appear to be in conversation.

**Foster a culture that
attracts and retains top-tier
talent and empowers our
employees to contribute
their best efforts.**

Tactics

- Strengthen communication, development, and recognition efforts across the University.
- Improve the employee onboarding experience.
- Develop and deliver high-quality learning, leadership, well-being, and organizational development programs to increase leadership effectiveness and build high-performing teams.
- Enhance employee support programs, including tuition assistance, to ensure our workforce is supported throughout their careers.

A faded background image of four runners participating in a race. The runners are diverse in age and appearance. The runner in the center foreground is a man wearing a white t-shirt with 'BLAZING RACE' printed on it and a knee brace on his right knee. He is smiling and running towards the camera. To his left, a woman is running, looking towards him. To his right, another woman is running, looking at her smartphone. In the background on the left, another man is running. The scene is outdoors on a paved path with trees in the background.

**Accelerate talent
acquisition processes and
management strategies
across the University.**

Tactics

- Enhance recruitment and retention strategies that support our leaders to engage top talent in a competitive labor market.
- Update compensation packages for competitive positions and enhance job postings.
- Accelerate hiring of faculty who will advance research excellence, including development and support of RISE 100.
- Ensure data, processes, and systems are equipped to meet future reporting, automation, integration, and information management needs.

People and Culture

Our Desired Outcomes



Collaborative culture among faculty, staff, and students.



Strengthened leadership and teamwork through belonging and engagement.



Motivated and highly developed employees.



Enhanced internal processes, including communication and decision making.



Student Success



UTA 

Our Dream

"UTA will enable students to attain a better life by helping them meet their personal, social, professional and financial goals."

!!!
We ARE
STRONGER,
TOGETHER

Learning
Destination University

Immersive
Experiences

Learning, Well-being, Academic Success, Social Mobility, Destination University, Immersive Experiences, Interdisciplinary

CAREER
READY

!!!
Graduation
Academic Success
Social Mobility
Well-being





Empowering Our Mavericks

UTA is committed to delivering exceptional experiences that lead to positive outcomes for our students. The University empowers students from all walks of life to succeed.

Emphasizing enriched learning environments and best practices for academic innovation, UTA equips its graduates with the skills and knowledge necessary to navigate the ever-evolving demands of a rapidly changing world.

UTA is focusing on the resources, support, and skills students need to be career-ready when they graduate, enabling our students to go on to achieve their dreams and create a better future for themselves and generations to come.

OUR GOAL


We will foster a vibrant learning community that empowers all students to succeed in their academic, personal, and professional goals.

A photograph of four diverse students (two women and two men) smiling and standing in a library or study area. The image is overlaid with a semi-transparent blue filter. The text is centered over the image.

**Enhance access
and affordability for
all students.**

Tactics


- Focus on enrollment opportunities and strengthen retention for all student populations by creating innovative programs, fostering strategic partnerships, and providing individualized support.
- Cultivate a supportive campus environment that embraces each students' individual experiences and offers tailored resources to facilitate success.
- Expand financial aid resources and improve affordability to remove financial barriers and ensure that all students have the opportunity to pursue higher education.
- Expand academic programs to support student-centered learning modalities that enhance workforce or graduate-school readiness.



**Elevate the educational
journey to ensure a
transformative student
experience and timely
graduation.**

Tactics

- Implement proactive early-intervention programs that promote student persistence, offer personalized academic support, and provide targeted resources to support student success.
- Strengthen academic advising and support services to empower students to navigate their academic journeys effectively.
- Cultivate a collaborative and vibrant campus community that improves the sense of belonging and where students can engage, grow, and thrive.
- Create additional pathways to degree completion so students can achieve their educational and professional goals, contributing to society as informed global citizens.



**Equip students with
the skills, knowledge,
and persistence to
confidently and
successfully achieve
educational and
career goals.**

Tactics

- Empower students through a comprehensive career development ecosystem that equips students with industry-relevant skills and provides access to degrees, microcredentials, and certificates to adapt to a rapidly evolving job market.
- Enhance and embed experiential learning opportunities through internships, research, and service learning opportunities, allowing students to gain hands-on experience, apply classroom knowledge, and develop valuable professional networks.
- Strengthen partnerships with leading employers in the DFW region, offering students opportunities to engage with industry professionals, participate in real-world projects, and gain insights into current market trends.
- Support faculty engagement and development through proven and innovative teaching methods.



**Foster a
student-centered
approach to
well-being for all.**

Tactics

- Nurture a caring and supportive campus community that prioritizes students' mental, physical, and emotional well-being through a variety of curricular and co-curricular offerings.
- Enrich student support services to provide comprehensive assistance, including academic advising, tutoring, and career counseling, empowering students to achieve their academic and professional goals.
- **Identify and share resources with faculty and staff to ensure students' overall well-being.**

Student Success

Our Desired Outcomes



Achieved academic excellence and mastery of key concepts across multiple disciplines.



Enhanced academic, personal, social, and emotional development.



Students equipped with knowledge, skills, and mindset to succeed in college and beyond.



Engaged students who positively impact the communities they live in.



Research and Innovation

UTA 



Our Dream

"UTA will be a destination university that is recognized for excellence in research."

!! We ARE STRONGER TOGETHER

High-Impact

GLOBAL LEADER

Research INFRASTRUCTURE

High-Impact, Partnership, Global Leader, Collaboration, Prepared Students, Doctoral Students, Undergraduate

DOCTORAL STUDENTS

!! Partnership COMMERCIALIZATION ECONOMIC PROSPERITY EXCELLENCE





Discovery Reimagined

UTA is an R-1 doctoral research university that fosters innovation, research, and entrepreneurship to drive societal progress. We are committed to fostering an environment of collaboration and excellence, propelling UTA to the forefront of discovery.

We will build upon our University's record of success by investing in our research capabilities and strengthening our high-impact research initiatives. Together, we will identify paths to best enhance our research infrastructure, be stronger collaborators in regional economic development, and take on more of the great challenges facing our society.

Our research efforts, including partnerships and collaborations throughout the DFW region, allow us to make the best use of our strengths to achieve the right outcomes.

We are deepening our research expertise and impact in:
Health and the Human Condition, Sustainable Communities, Culture and Societal Transformations, Data-Driven Discovery, and Global Environmental Impact.

OUR GOAL


We will elevate UTA as an internationally recognized leader in research, scholarship, and innovation.

A woman in a lab coat is working in a laboratory. She is looking at a piece of equipment labeled "Ultrawater". In the background, there is another piece of equipment labeled "Ultrawater" and a tool chest labeled "US GENERAL".

Drive innovation and growth through expanded support for partnerships, operations, and infrastructure across the University.

Tactics

- Position the University as a hub for cutting-edge research by investing in state-of-the-art research infrastructure to enhance innovation and commercialization across the globe.
- Enhance support for proposal development, submission, and administration through comprehensive support services to researchers throughout the entire grant lifecycle.
- Grow high-impact interdisciplinary research through establishing research centers or institutes to address real-world problems through collaboration.
- Foster partnerships with local, state, and federal agencies, industry, and foundations, facilitating the transfer of research findings into strategies for patenting, licensing, and technology transfer.

A man with glasses and a checkered shirt is smiling in a laboratory setting. He is surrounded by various pieces of scientific equipment, including what appears to be a microscope or similar instrument. The background is slightly blurred, showing more lab equipment and possibly other people. The entire image has a blue tint.

**Strengthen UTA's research
portfolio, capacity, and impact
to drive transformative
innovation and scholarship.**

Tactics

- Recruit and retain top-tier researchers to enhance UTA's footprint globally, and forge new partnerships with research organizations and universities worldwide.
- Leverage state and federal resources effectively to attract world-class researchers and secure external funding opportunities.
- Increase postdoctoral appointments through new opportunities that attract and support early-career researchers.
- Enhance culture of research and innovation to support a growing number of faculty who are recognized with prestigious and highly prestigious awards.



**Expand and enhance training
and learning opportunities to
inspire the next generation of
leaders in research.**

Tactics

- Expand and incorporate undergraduate research experiences across disciplines to prepare students for graduate programs.
- Increase doctoral program enrollment and financial aid to attract and support top-tier doctoral students.
- Provide enhanced support and incentives to encourage and increase external graduate fellowships.



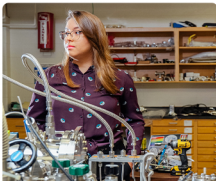
**Forge strategic
partnerships with industry
to advance sustainable
economic growth and
prosperity.**

Tactics

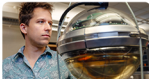
- Foster a campus-wide environment of entrepreneurship and innovation that encourages the development of new technologies, patents, and business to support economic development.
- Expand professional development opportunities related to entrepreneurship and technology development opportunities for researchers and students.
- Increase the number of partnerships related to economic development with businesses and community organizations.
- Leverage research capacity to attract and grow employers in the region.
- Develop a comprehensive plan for achieving and maintaining APLU Innovation and Economic Prosperity status.

Research and Innovation

Our Desired Outcomes



Increased visibility of interdisciplinary research, creative work, and scholarship.



Strategic partnerships and alliances to advance scholarship.



Vibrant research and innovation ecosystem within the University.



Improved research grant success rates.



Increased research expenditures.



Alumni and Community Engagement



UTA 

Our Dream

"UTA will provide opportunities for all community members to come together through events, activities, and programs."

!!
We ARE
STRONGER,
TOGETHER

Engagement

Research Infrastructure

Branding
Philanthropy

Engagement, Partnerships, Community

Cultural Events, Events, Pride, Alumni, Opportunity

ALUMNI
OPPORTUNITIES

!!
Community

POSITIVE IMPACT

MARKETING





Community Impact Through Partnership

At UTA, we believe in the enduring power of education to transform lives and communities.

Our commitment extends beyond the classroom, reaching into the lives of the communities we serve. We understand that the strength of the University is measured not only by the success of its graduates, but also by the positive impact our University has on the world.

The University's future successes will be underpinned by the vitality of our renewed and future external relationships. We must foster positive alumni and community engagement, and extend and deepen our partnerships in the community.

We will be able to grow a broader and more vibrant Maverick community through such dedicated efforts.

OUR GOAL

**We will deepen engagement in our
community and across Texas and the nation
through partnerships.**

**Create a culture of
engagement with our faculty,
staff, students, and alumni
community to move the
University forward and
achieve its mission.**

Tactics


- Enhance alumni engagement through expanded educational opportunities, affinity groups, and programming.
- Increase alumni engagement through innovative communication outreach methods.
- Strengthen relationships with corporate and industry partners through a robust engagement strategy.
- Initiate steps to complete UTA's first-ever giving campaign.
- Develop and enhance engagement opportunities to facilitate giving among alumni.
- Facilitate collaborative projects between faculty, staff, students, and alumni that address community needs and contribute to the organization's mission.

A blue-tinted photograph of two men sitting at a table in a meeting. The man on the left is looking at a laptop screen, and the man on the right is smiling and looking towards him. The background shows a wall with various posters and notices.

**Maximize UTA's impact
in the communities it
serves through leadership
and advocacy.**

Tactics

- Strengthen ties with local communities, independent school districts, community colleges, and external organizations to develop collaborative initiatives that address shared challenges and contribute to the well-being of the broader community.
- Create a cohesive community engagement strategy that maximizes the institution's positive impact on its community.
- Establish a community engagement office to serve as a liaison between the University and external partners, facilitating collaboration and communication.
- Regularly engage with communities to understand their needs and how we can best partner with them.
- Develop community-based academic, research, and cultural projects that involve faculty, students, and community members working together to build a bright future.
- Facilitate the collaboration between our campus experts and community organizations seeking support with their opportunities and needs.



Promote the prosperity and achievement of our community through active advocacy, assistance, and collaborative partnerships.

- Expand high-quality events, internship programs, service learning opportunities, and community service initiatives.
- Serve as a hub for community-serving activities and create programming that attracts different segments of the communities we serve.
- Contribute to the economic and cultural development of the region by actively participating in local initiatives and supporting community-driven projects.
- **Broaden cultural, academic, and research opportunities for the community to engage with UTA.**
- Increase community excitement for Athletics and UTA sporting events. Enhance awareness and expand offerings in K-12 camp and on-campus event opportunities.



**Elevate UTA's brand
as a top-tier university
through strategic marketing
and branding.**

Tactics

- Strengthen the University's brand awareness locally, nationally, and internationally, ensuring that it is recognized for its distinct qualities, values, and contributions.
- Develop a comprehensive branding strategy that articulates the University's unique value proposition, academic strengths, and commitment to innovation to recruit students, staff, faculty and enhance the overall image of UTA.
- **Implement targeted marketing campaigns across various channels, including digital media, traditional advertising, and social platforms, to reach diverse audiences.**
- Strengthen the University's digital presence and engagement through strategic use of social media, online content, and digital communication channels.

Alumni and Community Engagement

Our Desired Outcomes



**Engaged
and active
alumni base.**



**Strengthened
brand
awareness.**



**Increased
philanthropic
commitments.**



**Coordinated
efforts with
our community.**



Finance and Infrastructure

UTA 



Our Dream

"UTA will invest in its infrastructure to design and build buildings that are state-of-the-art and allow for innovation and collaboration to occur."



WE ARE STRONGER TOGETHER

Investment
Financial Transparency

INSIGHTS

Vision
Investment, Financial Transparency, Buildings, Green Space, State-Of-The-Art, Data, Affordable, Accessible

STATE-OF-THE-ART BUILDINGS

INNOVATION

Accessible
GREEN SPACE

VISIONARIES



A UTA For Tomorrow

UTA must steward its resources to invest in preparing the next generation of talent, advancing our research impact, and expanding access to high-quality educational opportunities. We will effectively manage costs and revenue throughout the institution, forecast trends with reliable data, and skillfully manage the risks to ensure sustainability.

As a University, we have created and continue to develop ambitious and forward-looking goals as part of our vision for the future. It's imperative to our success that we develop our resource strategies and align our infrastructure plans to achieve our university goals.

OUR GOAL

We will accelerate infrastructure development and optimize financial sustainability to support the University's vision.

Optimize our financial management systems, financial models, and resource utilization strategies to ensure UTA meets its financial obligations.

Tactics

- Improve operational efficiency and optimize costs to ensure responsible use of resources while maintaining high-quality academic and support services.
- Streamline administrative processes and invest in technology solutions to enhance efficiency and reduce overhead expenses.
- Modernize financial planning to optimize resources and align to strategic priorities.
- Diversify revenue streams by forging strategic partnerships with industry leaders, securing philanthropic grants, and leveraging University research for commercialization.
- Cultivate a campus community focused on analytics by providing accurate, actionable data, reports, and visualizations to support strategic decision-making across the institution.
- Increase financial transparency to inform decision-making and improve alignment of financial resources and strategic priorities.



Advance enterprise capabilities by modernizing, streamlining, and strengthening UTA's physical infrastructure to support the University's mission and vision.

Tactics

- Conduct a comprehensive assessment of current facilities to identify areas requiring renovation, technology upgrades, or expansion.
- Enhance the overall campus experience by aligning the planned physical development of the campus through UTA's Campus Master Plan efforts.
- Expand credit and noncredit programs and consulting in Fort Worth/West Fort Worth.
- Develop capital partnerships that support economic development, housing, and conference space in the community.
- Enhance cost-effective strategies to maximize University resources, with a focus on sustainability and space utilization.



**Strengthen operational
efficiency of administrative
technology and protect vital
University assets.**

Tactics

- Strengthen the University's cybersecurity infrastructure to safeguard sensitive information, intellectual property, and student data from cyber threats.
- Leverage information technology to enhance digital learning platforms, accessibility, educational resources, and standardizing classroom technology to support multiple learning styles.
- **Improve student digital experiences through student-focused, responsive technology, including expanded features in current UTA web and mobile applications.**
- Ensure that all digital content, including online courses and educational materials, adheres to accessibility standards.
- Provide ongoing cybersecurity training for faculty, staff, and students to enhance awareness and promote positive behaviors focused on security across the University community.

Finance and Infrastructure

Our Desired Outcomes



**Disciplined
financial
stewardship.**



**Accessible
resources
needed to
advance our
mission.**



**Optimized
use of
technology.**



**Effective
processes
that promote
operational and
strategic agility.**



How We Measure Progress

UTA 



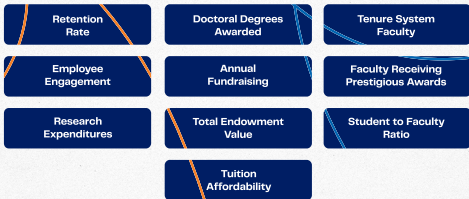




Key Measures of Success

UTA utilizes a comprehensive and dynamic framework to measure our progress on metrics associated with our strategic plan. We employ a combination of key performance indicators (KPIs) and qualitative assessments to gauge advancements in various areas, including graduation rates, employee engagement, annual fundraising, and total research expenditures.

Regularly scheduled reviews involve faculty, staff, and stakeholders collaborating to analyze data and identify trends. We embrace a data-driven culture, utilizing sophisticated analytical tools to track and interpret quantitative metrics while also emphasizing qualitative factors such as faculty innovation, student success, and the impact of our community outreach programs. Through this iterative process, UTA remains committed to the pursuit of excellence in all areas of its mission.



Acknowledgements

UTA Leadership

PRESIDENT & PROVOST

Jennifer Cowley

President

Tamara L. Brown

Provost & Senior Vice President for Academic Affairs

VICE PRESIDENTS

Salma Adem*

Chief of Staff & Vice President of Planning

Yolanda Bevill*

Vice President for Marketing, Messaging, and Engagement

John Davidson

CFO and Vice President for Business and Finance

Lowell Davis

Vice President of Student Affairs

Jon Fagg*

Director of Athletics

Luisa Havens Gerardo

Vice President for Enrollment Management

John Hall

Vice President for Administration and Economic Development

Jeff Jeter

Vice President of Government Relations

Teresea Madden

Vice President for Extension and Extended Campus

Kate Miller

Vice President for Research and Innovation

Marie Schultz*

Vice President for Development and Alumni Relations

Jewel Washington

Vice President for Talent, Culture, and Engagement

CHIEF OFFICERS

Shelby Boseman

Chief Legal Officer

Deepika Chalemela

Chief Information Officer

Cheryl Nifong

Chief Information Security Officer

David Price

Chief Audit Executive

Pete Smith

Chief Analytics and Data Officer

* UTA Institutional Strategic Planning Committee Member

UTA Institutional Strategic Planning Committee

Donny Beasley

Assistant Vice President for Talent, Culture, and Engagement

Suprena Bennett

Associate Vice President for Budgets, Planning, and Analysis

Jackie Fay

Vice Chair, Faculty Senate and Professor of English

Morteza Khaledi

Dean, College of Science

Don Lange

Assistant Vice President for Facilities and Campus Operations

Kim Lemaux

Chief of Police

Maria Martinez-Cosio

Professor, Public Affairs and Planning

Joanna Merritt

Reporting Director, University Analytics

Andrew Milson

Chair, Faculty Senate and Professor of History

Doris Navarro

Director of Evaluation and Survey

Kevin Porter

Chair, Department of English

Ashley Purgason

Associate Vice Provost for Student Success

Justin Silcox

Director of Scholarships

Cassandra Smith

Assistant Vice President for Extension and Extended Campus

Heather Snow

Associate Vice President for Student Affairs and Dean of Students

Christopher Templeton

Chair, Staff Advisory Council and Sr. IT Analyst

Jon Weidanz

Associate Vice President for Research

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Sarah McBride

Director of Presidential Communications

Nicholas Viator

Assistant Vice President of Strategic Planning



THE UNIVERSITY OF TEXAS
AT ARLINGTON

The strategic plan can be found online at

uta.edu/UTA2030

701 S. Nedderman Drive Arlington, TX 76019
(817) 272-2011

[f](#) [@](#) [X](#) [in](#) @UTArlington