

Core Goal 2

Purpose-driven students who embody the best of Texas

"We will be known as the Hill Country's university whose students pursue purpose and embody the best values of Texas."

Jun 2024

Year 3 of 6

May 2030



Well ahead of the clock, and broad-based.

A third of the way through the plan to May 2030, weighted work sits at 59% — well ahead of the roughly 35% of the timeline elapsed. Eight of nine objectives are 80% or more in motion, several fully operational. The clearest gap is integrating new university traditions.

— Timeline elapsed **35%** — Work completed **59%**

62

Tasks tracked across 9 objectives

84%

Underway, operational, or complete

16%

Not yet started

Where the 62 tasks stand



10 16%
Not Started
Identified, not yet begun

31 50%
In Progress
Active and underway

13 21%
Operationalized
Built into standing operations

8 13%
Complete
Finished

The read

WORKING WELL

Brand and place strategy is firing.

Three objectives are fully in motion or operational — the Texas Center endowment campaign, local brand presence, and Hill Country programs. Website engagement (86%) and Texan identity partnerships (88%) are close behind.

ON BALANCE

59% done, 35% of the time gone.

Weighted progress runs well ahead of the plan's elapsed share, and 84% of tasks are active or operational. The emphasis now shifts from starting work to finishing and operationalizing it.

NEEDS ATTENTION

Traditions and service learning trail.

Integrating two new university traditions sits at 57% in motion and service learning at 70% — the softest spots in an otherwise strong goal. Service learning also carries an open definitional question worth settling early.