

Key Priority: Growth

# FOUNDATIONS

A 2021 - 2025 STRATEGIC PLAN FOR THE UNIVERSITY OF HOUSTON AT KATY

YEAR	QUARTER	DATE REVISED
2021	1	00/00/21

GOAL #2	INITIATIVE
<b>GROW ENROLLMENT OF UH AT KATY TO 2,000 STUDENTS BY 2025</b>	<ol style="list-style-type: none"> <li>By the end of 2021, commission studies to update our understanding of the Katy region as it relates to students and potential program offerings.</li> </ol>

Action Items	Responsibility	Deadline	Measurement	Progress	Notes
Update demographic information through external vendor	AVP Neal, Dick Phillips	Sept. 2021	Vendor identified and report generated	Hannover Group conducted study. Was asked to conduct a deeper dive.	New budget year
Conduct a community/industry study to determine professional workforce needs		Dec. 2021	Study generated	Completed	Results show UHV meeting undergrad needs. How can UH complement these. Engineering Management Master needs approvals
In collaboration with UH Division of Student Affairs, conduct a query to identify student interests by majors that Katy ISD	DSA, AVP Neal	April 2022	Query completed		Can Terry Longacre create KISD query?

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students/residents attending UH pursued over the past 10 years					
In year 3 of the strategic plan, conduct an economic impact study of UH at Katy		Dec. 2025	Economic Impact study generated	Completed	
Communicate demographic and other study results to Katy ISD and other constituents	UH a Katy Comm Team, KISD	Spring 2023	Constituents updated	Advisory Board updated	
Review efforts annually	Thru 2025				

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<b>GROW ENROLLMENT OF UH AT KATY TO 2,000 STUDENTS BY 2025</b>	<ol style="list-style-type: none"> <li>By the end of 2021, research and support expanded Academic and Strategic Enrollment Plans for UH at Katy that considers current and future academic offerings</li> </ol>

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Action Items	Responsibility	Deadline	Measurement	Progress	Notes
In collaboration with UH Division of Student Affairs, conduct a needs assessment of faculty, staff and students	DSA, AVP Neal	Spring 2023	Assessment created, reviewed and evaluated		
In collaboration with UH deans, analyze data that is collected to develop new programs that support student and business community needs		Spring 2023	New programs developed, implemented and enrollment increased		
With support from the Office of the Provost, Division of Student Affairs and the colleges represented at the instructional site, conceive, and implement plans to increase program offerings and enrollment		June 2023	Academic program offering plan completed  Strategic Enrollment plan completed		
In support of the UH 50in5 Initiative, plan quarterly meetings with deans and colleges on academic research initiatives to identify potential industry partnerships with Katy business community		In Progress	Quarterly meetings scheduled		

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<b>GROW ENROLLMENT OF UH AT KATY TO 2,000 STUDENTS BY 2025</b>	1. Create speakers' bureau from UH at Katy personnel to connect with middle and high school students in the Katy Independent School District

Action Items	Responsibility	Deadline	Measurement	Progress	Notes
Compile list of available speakers	Beth Johnson	Sept 2021			
Create list of available speaking opportunities	Beth Johnson and Marisa Ramirez	Ongoing			Jay Neal, Deans, Student Advisory Group (with training from Career Services)
Create process to request speakers	Carolyn Martinez and Chamal Reyes	Ongoing			