UNIVERSITY ADMINISTRATION

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David A. Brown, Ph.D. — Provost and Vice President for Academic Affairs
Brett C. Welch, Ph.D. — Vice Provost for Digital Learning
Samantha Lazar, Ph.D. — Senior Associate Provost for Academic Affairs
Galen L. Theadon, Ph.D. — Associate Provost for Academic Affairs
Mark A. Robinson, M.B.A. — Chief Financial Officer
Robert H. Waggoner, Ph.D. — Chief Operations Officer
Scott P. Stewart, M.S. — Chief Information Officer
Karissa M. Brett, Ed.D. — Vice President for Enrollment Management and Marketing
Vicki L. McNeil, Ed.D. — Vice President for Student Engagement
Freddie Titus, Ph.D. — Vice President for Strategic Initiatives and Community Relations
Juan J. Zabala, M.B.A., C.P.R.E. — Vice President for University Advancement
Jeff S. O’Malley, J.D. — Director of Athletics
PREAMBLE

When workers struck oil at Spindletop in 1901, the oil industry began to bloom in Beaumont, Texas. For the next 20 years, the oil industry restructured the area’s economy and transformed the region into a dynamic and prosperous area. Today, Lamar University is thriving as a beacon of knowledge. Our faculty, staff, and students create a culture committed to student success and the advancement of research that enhances 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.

Today, Lamar University is the number one choice of tomorrow’s leaders and career professionals in Texas. To establish a Lamar University as a first choice of tomorrow’s leaders and career professionals in Texas, we will continue to focus on preparing our students to be successful graduates by providing a well-rounded education and a career-focused mindset. Lamar University is dedicated to the success of our students and the community in which we serve. We will continue to strive towards excellence in all our endeavors, and we will be known for our commitment to our students, faculty, staff, and community.

GUIDING PRINCIPLES

WHo ARE WE?

Lamar University exists to serve our community and the world at large. We are committed to providing a quality education that prepares our students for success in their chosen fields. We are dedicated to fostering a learning environment that encourages critical thinking, creativity, and innovation. We are committed to providing a safe and inclusive environment for all members of our community.

WHO DO WE SERVE?

Lamar University serves students at all stages of their career, ensuring that their needs guide our work at every level and in every area of the university. Projects and budgets are developed to directly contribute to student success, including academic success, social and psychological well-being, student research, and engagement.

WHERE DO WE CHOOSE TO INVEST OUR RESOURCES?

Lamar University strategically invests in our campus to support talent development and innovation in Texas. Our strategic investments target areas that will improve student success, promote excellence in self-directed learning, and enhance the educational experience. We are committed to providing our students with the resources they need to achieve their academic goals.

HOW DO WE WORK TOGETHER?

Lamar University values effective teamwork as a “force multiplier” where diverse voices intersect to achieve exceptional results. We value the diversity of our employees and leverage it to solve complex problems. Our shared vision and unique organizational structure propel the university forward.

VISION

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

MISSION

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

ECELLENCEx

Lamar University is committed to excellence and is dedicated to providing a quality education to our students. We will continue to strive towards excellence in all our endeavors, and we will be known for our commitment to our students, faculty, staff, and community. We will continue to provide a safe and inclusive environment for all members of our community.

Success

Lamar University is committed to the achievement of its strategic goals, reflecting growth, development, and improvement. Success is not necessarily a destination but a journey that helps develop the resources needed to thrive.

ENGAGEMENT

Lamar University is committed to the development of a robust campus life and the creation of opportunities for our students. We will continue to provide educational and cultural programs that promote engagement and foster healthy relationships. We will continue to provide opportunities for our students to engage with the community, both locally and globally.

SALES

Lamar University will continue to provide a quality education to our students. We will continue to provide educational and cultural programs that promote engagement and foster healthy relationships. We will continue to provide opportunities for our students to engage with the community, both locally and globally.

STRATEGIC PLAN

EXCELLENCE

The quality of being the best at something, excellence means greatness - the very best:

- Strategic enrollment growth: expanding 20,000 students achieved by 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 have more resources 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 engagement opportunities will be developed
- Campus 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: A New Centennial Campaign will be successful
- The university will manage its resources effectively and efficiently
- Strategic investments will be made in support of university initiatives

CELEBRATING A CENTURY OF LEADERS

Lamar University has a long and proud history of excellence. As we celebrate our centennial, we are committed to building on our legacy and ensuring that Lamar University remains a leader in higher education.

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