UNIVERSITY ADMINISTRATION

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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 partner of Southeast Texas, a region of strategic, relevant, and sustainable socio-economic development. Our founders wanted education that produced leaders for this region, and they succeeded.

Today, Lamar University is thriving as a beacon of knowledge. A diverse population of faculty, staff, and students creates a campus culture committed to student engagement and success, and to the advancement of research with relevance that energizes economic development locally, nationally, and 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 new ways to multiply their impact for the future. With each new investment in research, new 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 stewards of the next century. When we do so, we will be transformative — because our moment is now.

**Who are we?**
Lamar University connects to its purpose by offering programs that prepare graduates to be job-ready and career-focused. The focus is on developing skills for immediate job market competitiveness while also emphasizing the importance of preparing for a lifetime career path through the integration of internships. 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.

**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 domain. Projects and budgets directly contribute to student-specific outcomes, 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 programs to support talent development in Texas. Strengthening academic offerings strengthens outcomes and promotes excellence in select concentrations, and builds a national reputation. We strategically fill vacant positions that 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.

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

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

**Excellence**
The quality of truly being at one’s best, and being consistently valued for it.

**Strategic Plan**
1. **Excellence**
   - Strategic enrollment growth eclipsing 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.

**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.