

VISION 2030

Texas Southmost College (TSC) was established in 1926 as the first institution of higher education in entire Rio Grande Valley. On January 1, 1930 TSC became the first accredited community college by SACSCOC in the great state of Texas.

TSC is approaching 100 years of service and continues to provide a high-quality, affordable education to meet the evolving needs of its communities and students.

This Vision 2030 strategic plan outlines a bold new vision to ensure the continued success of Texas Southmost College as state higher education needs and funding models continue to evolve. With a focus on student success and enhancing connections to the community, this strategic plan will support TSC in executing its new mission and vision.

The strategic planning process took place during Spring and Summer 2025. MAYA Consulting co-designed the strategic planning process with the TSC Board of Trustees (BOT) and President Jesus Roberto Rodriguez. The BOT Strategic Planning Committee then provided feedback and direction as the strategic planning process moved forward.

The strategic planning process consisted of four phases:

1. Discovery: Aligning the strategic planning process, identifying context, and compiling relevant data needed to support the development of the strategic plan.

2. Stakeholder Engagement: Engaging the Board of Trustees, students, faculty, staff, administration and community members.

3. Data Analysis and Assessment: Reviewing and analyzing historical data from the Texas Higher Education Coordinating Board's almanac and Accountability System. In light of shifts to TSC's state appropriation funding model, metrics aligned to funded outcomes were uplifted from the historical data analysis.

4. Strategic Plan Development: Involving the BOT Strategic Planning Committee, which reviewed data collected and proposed strategic goals. MAYA facilitated two additional workshops with the TSC Board of Trustees to define and approve the new vision and mission statements, values, the five strategic goals and specific strategies to achieve these goals.

VISION

Texas Southmost College is driven to be a nationally leading community-rooted, student-centered institution that transforms lives and uplifts families.

MISSION

Texas Southmost College empowers students, families, and industry through practical, affordable, high-quality education that drives personal success and elevates regional economic growth.

VALUES

- Community
- Integrity
- Innovation
- Excellence
- Service
- Accountability



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to learn more

100 YEARS

TEXAS SOUTHMOST COLLEGE

1926 – 2026



2026 - 2030

Strategic PLAN

tsc.edu/plan

Strategic Goal #1: **Increase Student Enrollment, Retention, Completion, and Transfer**

Strategies:

- Create a strategic enrollment management plan by FY 25-26
- Create a student engagement plan by FY 25-26
- Create a student transfer plan by FY 25-26
- Implement and periodically assess the strategic enrollment management plan
- Implement and periodically assess the student engagement plan
- Implement and periodically assess the student transfer plan
- Increase the 1-year persistence rate to 90%
- Increase completion rates of credentials awarded
- Increase partnerships with universities to support successful student transfers
- Reduce time-to-degree from 3.4 years to 3.2 years
- Enhance, integrate, and periodically assess the student support model with wraparound services

Strategic Goal #4: **Expand Employee Development and Organizational Culture**

Strategies:

- Enhance professional development for faculty, staff, and administrators
- Create department-specific handbooks documenting processes and procedures by FY 25-26
- Periodically assess department-specific handbook processes and procedures
- Create a cross-departmental team to develop student-facing staff training
- Implement and periodically assess cross-departmental training for student-facing staff
- Enhance organizational communication between departments

Strategic Goal #2: **Enhance Facilities and Technology Infrastructure**

Strategies:

- Create an institutional capital improvement plan by FY 25-26
- Create an institutional technology plan by FY 25-26
- Implement and periodically assess the institutional capital improvement plan
- Implement and periodically assess the institutional technology plan
- Improve signage and lighting to enhance campus navigation and safety



Strategic Goal #3: **Align Academic and Continuing Education Pathways to the Workforce**

Strategies:

- Enhance partnerships with employers to design and promote programs of study
- Increase offerings of credentials, certificates or technical degrees
- Expand partnerships and coordination of internships, apprenticeships, clinicals, practica, and capstone courses
- Increase student participation in work-based learning
- Enhance academic and workforce labs
- Streamline Prior Learning Assessment guidelines and procedures
- Increase stackable credential pathways from non-credit to credit programs

Strategic Goal #5: **Elevate Community Engagement and Institutional Visibility**

Strategies:

- Create and launch a campaign to celebrate the TSC centennial
- Engage community members in discussions to facilitate partnerships with businesses and nonprofit organizations
- Create a marketing plan by FY 25-26
- Create an institutional outreach plan by FY 25-26
- Implement and periodically assess the marketing plan
- Implement and periodically assess the institutional outreach plan
- Increase TSC's participation in community events
- Develop new partnerships with employers and community organizations
- Engage current and past TSC students in promoting the College
- Enhance the marketing campaign highlighting successful TSC alumni
- Enhance TSC's social media presence annually
- Construct the TSC Foundation and Alumni Center