

Key Priority: Impactful Partnerships

HIGHER EXPECTATIONS

A 2023–2026 STRATEGIC PLAN FOR UH AT SUGAR LAND

YEAR	DATE REVISED
2023 -2025	Fall 2023

GOAL #1
Grow and strengthen community, political and regional business relationships through quality targeted visits and intentional activities during the next three years

Action Items	Responsibility	Deadline	Measurement	Progress	Notes
Activities of phase 1 and 2, Roadmap to Growth Strategy, Development Plan	Jay Neal Beth Johnson	Winter 2023			
Create marketing materials/website	Marisa Ramirez	Summer 2022		complete	
Distribute and analyze results of RFI	Beth Johnson	Winter 2023			
Analyze feasibility of pursuing P3	Jay Neal Beth Johnson	Winter 2023			
Create an action plan based on RFI & WT report	Jay Neal, Beth Johnson	Spring 2024			

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Market the opportunity on a broad scale, including P3 Higher Ed conference	Beth Johnson	Fall 2022			
Create and put out an RFQ/RFP	Jay Neal	TBD			
Assess industry partnerships with revenue stream or new facilities	Jay Neal Beth Johnson	Ongoing			
Assess student opportunities, revenue producers	Jay Neal Beth Johnson	Ongoing			

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Event attendance and sponsorships	Beth Johnson	Ongoing			
Develop and maintain a list for future engagement	Beth Johnson	Ongoing			
Serve on boards and committees	Beth Johnson	Ongoing			
Grow connections with introductions from the EDC (City and County)	Beth Johnson	Ongoing			

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Engage possible industry partners through Listening Tour and other activities	Beth Johnson	Ongoing			
Needs assessment from K-12 programs. Early college high school?					
Needs assessment from community college partners					

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Engage with community leaders to add UH speakers to relevant events	Beth Johnson	Ongoing			
Host events on UH at Sugar Land instructional site	Beth Johnson	Ongoing			
Work with internal partners including Government Relations, Athletics, etc. to develop a more university-wide presence in Fort Bend	Beth Johnson, Kim Williams	Ongoing			
Continue to promote the Council for Diversity Over Division	Kim Williams	Ongoing	Events held in conjunction with and/or to promote the Council for Diversity over Division.	Council is considering a name change and a change of focus to be in compliance with new state law, monthly meetings planned in spring 2024	
In partnership with local Chambers of Commerce, participate in and host when possible, collaborative events between industry, educational agencies and the community related to health care, technology, manufacturing, etc.	Beth Johnson	Ongoing			This is Manufacturing Day, FBCC Tech Expo, CFBC CTE Health and Tech Days, etc.

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Participate in the Fort Bend EDC Legislative Conference	Jay Neal Beth Johnson	Fall 2022			
Assist VP/VC in Legislative Outreach/Visits to Sugar Land and Katy	Beth Johnson	Spring 2023			