

2020-2025 Strategic Plan

In a time of unprecedented challenges due to international public health concerns, Troy University began its planning process with an examination of the major environmental factors impacting higher education in Alabama. This process included a systematic approach to obtaining input from faculty and staff, students, alumni, and administrators under the guidance of the Chancellor and the Board of Trustees.

The most challenging environmental factors center around an international pandemic which has caused universities across the nation to close down campuses, curtail face-to-face instruction, and limit operations. Additional major environmental factors that will have long-term influence over the next five years include:

- A projected decline in the number of public high school graduates in Alabama.
- A persistent decline in private high school enrollments and graduates in Alabama.
- A persistent decline in the number of students attending Alabama's Community Colleges that could transfer to TROY.
- An uncertain international situation that could adversely impact international student enrollments.
- An excess overall capacity at Alabama's higher educational institutions.
- An increased presence of out-of-state public, private and for-profit on-line institutions operating in Alabama.
- A modest projected increase in the number of potential adult students.
- An increasing investment in on-line programs at major national universities.
- An increasing student interest in job-ready degree programs.
- An increasing consumer sensitivity to price and financial aid.

Troy University does have an advantage in its early adoption of on-line learning and with all of its face-to-face courses having "shells" in the on-line Learning Management System which has increased the University's agility in adapting to changing conditions. The future of higher education belongs to institutions that can demonstrate agility in serving, retaining, and graduating students. An additional advantage for TROY is its integrated and owned media, including a blog, magazine, social media, a public radio station, and public access television station. Maximum use and integration of content and messaging across these media will enhance TROY's image and competitive position with its many audiences.

Learn more at troy.edu/strategicplan



Mission

Troy University is a public institution comprised of a network of campuses throughout Alabama and worldwide. International in scope, Troy University provides a variety of educational programs at the undergraduate and graduate levels, to include doctoral programs, for a diverse student body in traditional, nontraditional and emerging electronic formats. Academic programs are supported by a variety of student services which promote the welfare of the individual student. Troy University's dedicated faculty and staff promote discovery and exploration of knowledge and its application to life-long success through effective teaching, service, creative partnerships, scholarship and research.

Vision

Troy University, over the next five years, will attract, guide, and retain students on campus and on-line through a responsive, affordable, diverse, and challenging educational experience. Internships and study abroad opportunities will add value and values to the overall collegiate experience yielding globally aware, confident alumni ready to lead change.