



NORTH AMERICAN UNIVERSITY 3-YEAR STRATEGIC PLAN

STRATEGIC PLAN

2025-2028

PRESIDENT'S MESSAGE

Dear North American University Family,

As we look ahead to the next chapter in North American University's journey, I'm filled with gratitude for the progress we've made together and energized by the opportunities ahead.

Since 2022, our institution has continued to grow in meaningful ways. We've seen steady increases in enrollment and academic strength, and perhaps most importantly, we've made real progress in enhancing the student experience both inside and beyond the classroom. Our Student Affairs division has expanded mentoring programs, strengthened peer support, and enriched student life activities to foster a vibrant, inclusive, and supportive campus culture. Our students are not only working hard—they're building friendships, developing leadership, and becoming engaged citizens.

In athletics, NAU's competitive spirit has reached new heights. We celebrated a USCAA Women's Basketball Championship and gold medals in track and field. We are building a program that brings pride to our campus, focused not just on winning, but on developing character, teamwork, and resilience.

We've also improved student services across the board. From streamlining admissions to upgrading advising, registration, student portals, and e-learning tools, our goal is simple: to give every NAU student the tools they need to succeed. These improvements reflect our commitment to a student-centered environment where success is both personal and achievable.

Looking ahead to 2025 to 2028, our strategic plan builds on this momentum. We will continue to strengthen academics, enrich student life, grow our partnerships, and promote a culture of innovation and service. We are proud of who we are—and even more excited about who we're becoming.

Thank you for being part of this mission. Together, we are shaping the future of North American University and changing lives in the process.

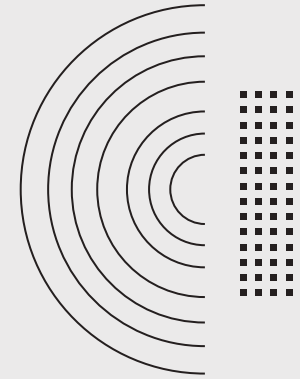
MISSION STATEMENT

North American University (NAU) is a private and non-profit institution offering bachelor's and master's degrees. The university is committed to teaching excellence and student-centeredness. NAU strives to provide an environment promoting global cultural competency, personal growth and responsible citizenship.



CORE VALUES

The following core values should guide all members of the university community as they strive to achieve individual and joint goals



01 LEARNING

Dedication to discovery, construction, discussion and dissemination of knowledge & its real-world applications.

02 HONESTY & INTEGRITY

Commitment to truth and consistency in one's actions and communication.

03 LEADERSHIP

Courage and commitment to lead with integrity, innovation and openness to new ways of thinking and inquiry.

04 TEAMWORK

Pursuit of excellence through consultation and collaboration.

05 ETHICAL & PROFESSIONAL CONDUCT

Dedication to discovery, construction, discussion and dissemination of knowledge and its real-world applications.

06 HUMAN DIGNITY

Courage and commitment to lead with integrity, innovation and openness to new ways of thinking and inquiry.



ACADEMICS

GOAL 1: ENHANCE THE QUALITY OF ACADEMIC PROGRAMS

Objective 1.1: Develop and invest in academic programs consistent with the mission and goals of the university

Objective 1.2: Support and develop excellence in faculty

Objective 1.3: Attract, nurture, and retain global, diverse, and culturally aware students

Objective 1.4: Improve student academic achievement

Objective 1.5: Enhance research productivity and culture across the university

INSTITUTIONAL EFFECTIVENESS

GOAL 2: STRENGTHEN INSTITUTIONAL EFFECTIVENESS

Objective 2.1: Bridge the institutional effectiveness planning process through interdepartmental collaboration to ensure continuity

Objective 2.2: Achieve institutional and departmental goals through comprehensive campus-wide training program

Objective 2.3: Prioritize technological advances to support the institutional mission and accomplish academic and departmental goals

Objective 2.4: Disseminate consistent communication in a timely manner for well-informed decision-making and continuous improvement



STUDENTS

GOAL 3: EMPHASIZE STUDENT CENTEREDNESS AND PROMOTE GLOBAL CITIZENSHIP

Objective 3.1: Provide programs and activities that encourage students to respect and value diverse cultures

Objective 3.2: Cultivate a student-oriented environment that is responsive to student needs and career goals

Objective 3.3: Provide services and support to students through their enrollment at the institution



STAKEHOLDERS

GOAL 4: ENGAGE WITH STAKEHOLDERS

Objective 4.1: Promote institutional programs and activities to stakeholders such as students, employers, advisory committees, occupational experts, alumni, media, and community members

Objective 4.2: Seek input from stakeholders on an ongoing basis in the development of institutional plans and programs

Objective 4.3: Seek and increase support from the stakeholder about programs, funding, resources

Objective 4.4: Provide outreach to stakeholders





RESOURCES

GOAL 5: INCREASE FINANCIAL CAPACITY THROUGH MAXIMIZING CURRENT AND NEW RESOURCES

Objective 5.1: Enhance overall fiscal responsibility of university resources

Objective 5.2: Develop and update Facilities Master Plan

Objective 5.3: Enhance institutional fundraising and alumni engagement efforts



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