3-YEAR STRATEGIC PLAN

NORTH AMERICAN UNIVERSITY

PRESIDENT'S MESSAGE

It is my privilege and honor to serve as the third president of North American University (NAU). I want to thank the Board of Trustees for their confidence in me. NAU is one of the rising stars of higher education in Texas. Its growth in recent years is admired by many others, and I am committed to continuing on the path of excellence. I also want to express my deepest appreciation for all the community members who have helped this institution. Your continuous commitment to excellence will be the greatest asset to take our university to the next level.

Best Regards,
Dr. Serif Ali Tekalan
University President

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.

PEOPLE

CONNECTION

GROWTH

CONNECTION

CREATIVITY

COMMITMENT

PASSION

INTEGRITY

INNOVATION

CORE VALUES

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

LEARNING

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

HONESTY AND INTEGRITY

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

LEADERSHIP

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

TEAMWORK

Pursuit of excellence through consultation and collaboration.

ETHICAL AND PROFESSIONAL CONDUCT

Pursuit of high ethical and professional standards in every endeavor.

HUMAN DIGNITY

Recognition that every human being is unique and valuable, and has something of value to contribute to the college environment and society at large.

INTEGRITY

GOALS

PEOPLE

COMMITMENT

GROWTH

ACADEMICS

GOAL 1

Enhance the Quality of Academic Programs

OBJECTIVES

1 Develop and invest in academic programs consistent with the mission and goals of the university.

2 Support and develop excellence in faculty

3 Attract, nurture, and retain global, diverse, and culturally aware students
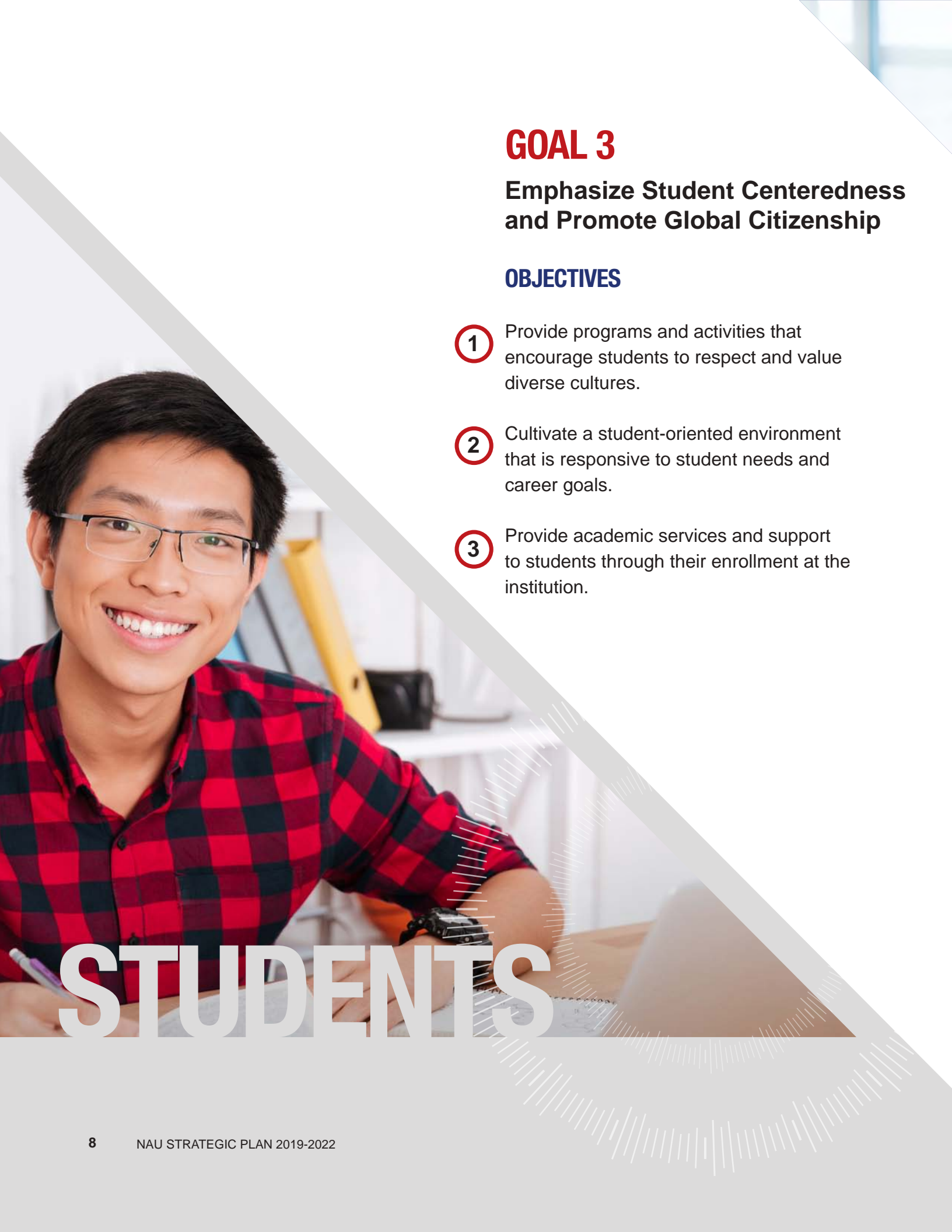
4 Improve student academic achievement

GOAL 2
Strengthen Institutional Effectiveness

OBJECTIVES

1 Bridge the institutional effectiveness planning process through interdepartmental collaboration to ensure continuity.

2 Achieve institutional and departmental goals through comprehensive campus-wide training program.

3 Prioritize technological advances to support the institutional mission and accomplish academic and departmental goals.

4 Disseminate consistent communication in a timely manner for well-informed decision-making and continuous improvement.

INSTITUTIONAL EFFECTIVENESS

GOAL 3

Emphasize Student Centeredness and Promote Global Citizenship

OBJECTIVES

1 Provide programs and activities that encourage students to respect and value diverse cultures.

2 Cultivate a student-oriented environment that is responsive to student needs and career goals.

3 Provide academic services and support to students through their enrollment at the institution.

STUDENTS

ENGAGEMENT

GOAL 4

Engagement with Stakeholders

OBJECTIVES

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

2. Seek input from stakeholders on an ongoing basis in the development of institutional plans and programs.

3. Seek and increase support from the stakeholder about programs, funding, resources.

4. Provide outreach to stakeholders

RESOURCES

GOAL 5

Maximize and Make Efficient Use of Resources

OBJECTIVES

1 Manage resources by maintaining the effectiveness and efficiency of campuswide programs, services, and operations

2 Encourage use of technology to improve instructions and engage students learning.

3 Provide and sustain an online learning infrastructure to meet the needs of students and faculty.

4 Commit to sustainability to enrich campus life

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