

A Message from the President

“...The best way to predict the future is to create it...”

--Peter F. Drucker, the world renowned management theorist

All faculty and staff have helped chart the future of South Texas College. Through broad-based participation during the Fall 2006 Professional Development Day, everyone had the opportunity to participate in a SWOT analysis to identify the strengths, weaknesses, opportunities, and threats before South Texas College. This input was the basis for the President's Cabinet and the Planning and Development Council's development of strategic direction statements to serve as the foundation for a new strategic plan for South Texas College.

Bold new Strategic Direction Statements have been developed to create the new future for South Texas College and you can see an institutional commitment to student learning is the foundation for all we do at STC.



- South Texas College commits to student learning as the foundation of student success through excellence in teaching and service, faculty staff empowerment, professional development, and accountability.
- South Texas College proudly provides opportunities to all students through open access with high expectations for their success.
- South Texas College leads the transformation of the region to a “college-going” culture whereby attending and completing higher education is expected for all.
- South Texas College serves as the catalyst for regional economic prosperity and social mobility.
- South Texas College models professionalism through integrity, mutual respect, civility, trust, and collaboration.
- South Texas College champions a culture of excellence based on evidence.

Our students are heroic for being the first in their family to attend college, they have families, they are working, and they all want a better quality of life. I encourage you to recognize their courage. They can only achieve their dreams if you share in the commitment to helping them be a success and achieving their dreams.

Student-by-student and family-by-family we are transforming the lives of thousands and it can only be done with your passion and dedication to helping every student succeed.

Shirley A. Reed, M.B.A., Ed.D
President