The mission of the University of Houston is to discover and disseminate knowledge through the education of a diverse population of traditional and non-traditional students, and through research, artistic and scholarly endeavors, as it becomes the nation's premier public university in an urban setting. In this role, the University of Houston applies its expertise to the challenges facing the local, state, national, and international communities, and it establishes and nurtures relationships with community organizations, government agencies, public schools, and the private sector to enhance the educational, economic, and cultural vitality of Houston and Texas.

**UH System Strategic Principles**

In accordance with its mission, the University of Houston pursues the following strategic principles established by the UH System Board of Regents:

**Strategic Principle 1. Institutional Excellence**

The UH System universities will continue to strive for academic excellence in all undergraduate, graduate and professional programs, as well as in research and public service.

**Strategic Principle 2. Student Access**

The universities of the UH System will continue to provide broad access to higher education opportunities in the upper Gulf Coast region and Texas.

**Strategic Principle 3. Diversity**

The diversity of the UH System universities is a strength that distinguishes us among universities nationwide. Increasingly, the faculty, staff, administration and students of our universities will reflect the diversity of Houston.

**Strategic Principle 4. Research**

The cornerstone of higher education is the creation and dissemination of new knowledge, through which the UH System universities will enrich the educational experience of students, enhance the cultural life of our constituents, and contribute to economic development.

**Strategic Principle 5. External Partnerships**

Partnerships with business, industry, government, the community and alumni are critical to achieving institutional goals of excellence and ensuring the financial health of the UH System universities.

**Strategic Principle 6. Faculty and Staff Recruitment and Retention**

Faculty and staff constitute the most valuable assets of the UH System
universities. As such they must have access to career opportunities that are competitive with those at other universities.

*Strategic Principle 7. PK-16 Partnerships*

Partnerships among the UH System universities, public schools and community colleges are critical to increasing the college-going rates of Texas students to the national average.

*Strategic Principle 8. Accountability and Administrative Efficiency*

The universities of the UH System will be accountable for student learning and for the effective use of resources.