

A modern glass skyscraper with the Hilton logo on top. The building is a multi-story structure with a grid of windows. The Hilton logo is prominently displayed on the upper part of the building. The sky is visible in the background.

Hilton

2023

**STRATEGIC  
PLAN**

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Conrad N. Hilton College of  
Global Hospitality Leadership  
UNIVERSITY OF HOUSTON



**Our newest strategic plan is focused on supporting the University of Houston to achieve Top 50 Public University status and continuing to elevate our College's status globally. We will be hiring the firm MWM (goal five) to further our efforts.**

01



# STUDENT SUCCESS

- Increase undergraduate retention and graduation rates.
- Increase student placement.
- Better promote undergraduate tracks.
- Continue to embrace new technology to benefit student learning.
- Develop deeper into Space Tourism.
- Leverage our hospitality operations for education.
- Increase online options for students.
- Recruit M.S. students with their sights already set on a doctoral degree.
- Ensure our library is positioned for the future.

- Continue funding research-productive faculty for travel (this was often cut in previous regimes during budget shortfalls).
- Leverage our hospitality operations for research.
- Use multimedia to better market our research efforts.
- Create a culture where faculty value applied research and are willing to create a graphic or a simple summary to share with industry.
- Identify companies or foundations to fund or supply data for specific research projects.
- Seek companies who can facilitate data collection for faculty use.
- Start a brown-bag series for faculty and students to present their research to aid in dissemination and collaboration.

# RESEARCH EFFICACY

02





03

# ENGAGEMENT

- Explore new ways to connect and engage within Houston and Texas including funding of various projects.
- Better engage with our industry in terms of research and student projects, including possible funding models.
- Look at continuing education for ESG for the community.

# ORGANIZATION OPTIMIZATION

# 04



- Drive innovation in all areas.
- Retool Eric's for the future.
- Create new administrative suite.



05

# INTERNATIONAL REACH AND RECOGNITION

- Hire marketing firm to increase brand awareness and image globally.
  - Marketing Firm—Goals
    - Enhance image and awareness of the College with industry and external partners.
    - Tell our story!
    - Promote our many programs and the vast resources of Houston and Texas.
    - Create an integrated marketing strategy.
- Explore rankings—how do we improve?
- Grow international programs.
- Identify (and market) assets of the College and Houston.

# OUR MISSION

WE ARE **CONRAD N. HILTON COLLEGE OF GLOBAL HOSPITALITY LEADERSHIP.**

WE ARE **THE BEST** in hospitality education and research as regarded globally by the academic and hospitality communities.

We embrace and foster an environment that includes

**Community... Relevancy... Collaboration... Multiculturalism...**

**Experiential Learning... Innovation... Integrity... Passion...**

**THIS IS OUR MISSION.**



Conrad N. Hilton College of  
Global Hospitality Leadership  

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UNIVERSITY OF **HOUSTON**