

# University of Tennessee at Martin

Strategic Plan Review

August 2017

# Overview

- Timeline: August to December
- Vision, Mission, Values and Goals
- Broad campus, alumni and community interaction
- Framework for student success - 2018 - 2023
- Measureable outcomes
- State of the University

# Organization

- Steering committee formed and charged by the Chancellor
- Small group conversations on UTM to set a foundation
- Outreach with students, faculty, staff, community, alumni, donors and others to gather information
- Develop a framework
- Campus small forums with faculty and students to gather insights and provide feedback
- Survey instrument to reach additional UTM audiences

# Timing & Development

- Understanding where UTM has been
- Evaluating existing Vision & Mission
- Developing the 5-year strategic objectives
- Stretch goals that make a difference
- Branding through measureable achievements
- The University of Choice
- Active not passive in everything you do

# How we get there

- One-to-one conversations; working together
- Broad outreach to variety of constituencies
- Testing and challenging the norm
- Recognizing areas of excellence; maintaining a broad spectrum
- Enrollment growth by actions, words and commitment
- Listening, learning and adapting

# By the numbers

- Sessions with faculty, staff, students, alumni, donors and community to gather information.
- Develop Vision, Mission and Values that define Martin.
- Identify broad goals with support statements that touch on student success/ learning; financial resources/allocation; critical partnerships for students with faculty, community and others and how the Martin experience develops students to meet tomorrow's challenges.
- Hold campus forums in the Fall; this is a Plan to be embraced, used and measured.

# Today's exercise

- No heavy lifting
- Form into teams with a specific point of focus
- Provide definition - what it means at Martin
- Create the pathways to achieving the Focus
- Identify the obstacles and ways to remove them
- Think about measurables that impact student success

# **UT Martin**

# **Strategic Planning Exercise**

**Tom Griscom, Consultant**



## **Two questions:**

- **Why should a student choose to attend UT Martin?**
- **What should UT Martin be known for?**

# **UT Martin Mission**

**The primary purpose of The University of Tennessee at Martin is to provide a quality undergraduate education in a traditional collegiate atmosphere characterized at all levels by close collaboration among students, faculty and staff. In addition, the university is dedicated to meeting lifelong educational needs by providing graduate programs, distance-learning opportunities and other creative endeavors. Furthermore, the university is committed to advancing the regional and global community through scholarly activities, research and public service.**

# UTM Mission Exercise

**The University of Tennessee at Martin provides a comprehensive educational experience focused on achieving student success. Our curriculum is based on excellent academic programs and strong interactions between students and faculty. We aggressively recruit, retain and graduate students who are career ready. We engage in partnerships and connections with business, industry and community organizations. *Student interactions and broad cultural and educational experiences define our inclusive campus.* UT Martin prepares and supplies the human capital to inspire opportunity, growth and prosperity at home and more broadly.**

# Goals for Success...

## Learning

- Application – learning by doing
- Transfer, Bridge, Centers
- Liberal Arts & Fine Arts
- Programs of distinction
- Alignment with workforce needs (graduate students)
- Freshman and transfer experiences
- Career planning
- IT and other non-traditional delivery processes

# Goals for Success...

## Connecting and Collaborating

- Business Forum
- College research initiatives
- Pathways, 2+2, dual enrollment
- Partnerships, internships
- Student support resources

# Goals for Success...

## Resource Management

- Enrollment management
- Investment in community college relationships
- Student tracking & completion academy
- Scholarships
- Alumni, development and other outreach
- Revenue streams
- Compensation plan

# Goals for Success...

## **Awareness of people, place and purpose**

- International experience
- UTM Centers
- Diversity, underserved, reconnect
- Veterans
- Community service

# Goals for Success...

## Communication

- Branding
- Outreach for connection and non-connected
- Tied to strategy, support all the doors for UTM access
- Telling the partnership stories
- Support main campus and the satellites



**Questions?**