



Strategic Plan Implementation Team Progress and Update

February 18, 2019

Goal 1

- Conducting department chairs survey to determine what is already going on and where it is happening
- Other tactics for student success—waiting to find out what will happen with SSC
- Graduate programs not in current SP—want to add them as part of SP
- Q: Is there freedom to move things around within the goal and to define terms?
- A: Yes—each group should define relevant terms and move items within goals as needed

Goal 2

- Exploring mandatory orientation for all transfer students (2020)
- Developing transfer “bootcamp” (summer 2019)
- Evaluating the readmission process to determine if there are obstacles that could be removed
- Q: Is there a strategic plan for dual enrollment? A: Not currently.
- Q: Is there an enrollment plan for the Centers? A: No; Center directors will need help from admissions to develop one
- Increase participation in clubs and organizations
- Hold more involvement fairs throughout the semester
- Increase participation in intramurals, and explore possible competition between FY groups
- Give each FY a pedometer—encourage health, Healthy Hawk initiative
- Expand role of student success counselors into sophomore year
- Enhance student life spaces around campus
- Develop more late-night programming and dining options
- Enhance recreational facilities
- Explore co-curricular programs—build partnership between Academic Affairs and Student Life

Goal 3

- Office of Multicultural Affairs—has already begun doing programming for Hispanic students
- Greek Garden—A&D funds making it possible to create a space for markers from all nine “Divine nine” Greek organizations in the circle in front of Clement (April groundbreaking)
- Rep from Spectrum is part of group—no major concerns expressed at this time
- Suggested that we hire an admissions counselor who speaks Spanish to help recruit Hispanic students
- Need to address recruiting diverse faculty and staff members—students who led “Black Experience in the Classroom” forum stated clearly that they feel more comfortable with faculty “who look like us”
- Currently have a mentoring program for FY African-American students
- Also looking to form a group for minority faculty/staff members
- Suggest that we provide extra time during interview process to allow minority/international candidates to learn more about the community in Martin
- Could we provide Title VI training for the campus? UT System is looking into. Group feels we need a training package that is geared specifically to UTM.

Goal 4

- Three subareas: facilities, revenue, and compensation

Compensation

- look at other university models
- Do a poll of faculty to see what issues they identify
- Grant incentive program to encourage faculty to pursue more grants—some compensation for those who get grants
- UT system is discussing adjunct and overload pay

Facilities

- ADA accessibility audit currently underway. We’ll use the recommendations to make the campus more accessible
- Looking at doing an energy and water audit with a third-party provider

Revenue

- Explore J-term—what would calendar look like? What would be the compensation?
- Increase summer school enrollment—need to revitalize by looking at financial aid help, 120 hr limit, possibly reducing rate for summer school, and possibly adding more summer programs
- Look into requiring conditional admits to take basic course(s) in summer II session (approximately 75-80 students each year).
- Expand camp offerings to get more students on campus
- Explore a capital campaign
- Create a “grant culture”

Goal 5

ROED office—much of this is underway

- Executive director hired
- Economic impact study planned for summer
- Charley is looking to identify economic development opportunities

Develop more internships, etc—create baseline of what we’re doing

- Incorporate CPAD LinkedIn/resume building program into advising
- Implement on-campus internships and undergraduate assistantships

Become cultural hub in region

- Create marketing plan for the arts
- Bring diverse cultural programming
- Explore an arts fee for all students that would give them free admission to all arts events
- Implement comprehensive strategic marketing plan to pitch what we do in the region
- Digital marketing campaign with 300 miles (expanded from 125 miles)