



EAST TENNESSEE STATE  
UNIVERSITY



# ETSU Strategic Planning 2016- 2026

IUC  
January 9<sup>th</sup>, 2017

# Overview

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- Review Planning Process
- Next Steps



# Membership 2016-2017

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- Co-Chair: Dr. Wallace E. Dixon, Jr., Professor and Chair of Psychology, College of Arts & Sciences
- Co-Chair: Dr. Mike Hoff, Institutional Research and Effectiveness
- Ms. Pooja Shah, President ETSU Student Government Association
- Makenzie Fulmer, Secretary ETSU Graduate & Professional Student Association
- Dr. Larry Calhoun, Dean, College of Pharmacy
- Dr. Bethany Flora, Assistant Professor of Educational Leadership and Policy Analysis, College of Education
- Dr. Jeff Howard, Dean of Students
- Dr. BJ King, Senior Associate Vice President for Finance and Administration
- Dr. Lorianne Mitchell, Associate Professor, Department of Management & Marketing, College of Business and Technology
- Dr. David Roane, Professor and Chair, Department of Pharmaceutical Sciences, College of Pharmacy
- Mr. Michael White, Associate Athletic Director for Communications (MBB, FB)
- Dr. Ramona Williams, Vice Provost for Enrollment Services and Management
- Dr. Randy Wykoff, Dean, College of Public Health



# Purpose

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- The purpose of the planning initiative is to build upon the work of the Committee for 125 and identify institutional priorities for incorporation into the Strategic Plan.
- This effort will align strategic planning, institutional funding, and accountability, thereby providing a framework clearly focused on “big picture” concepts rather than policy minutia



# Process

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- Committee for 125, Budget Redesign, Academic Portfolio, Research Strategic Plan, and Community Service (Teaching to Come)
- IUC established subcommittee for planning
- President charged committee
- Committee met to review goals
- SWOT conducted
- Met with president to review goals
- Priorities and initiatives developed (framework)



# Feedback

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- SWOT
  - IUC, Deans, Chairs, Faculty, UG Students, GR Students, 950 respondents to campus wide survey
- Planning Forums
  - About 180 people over two sessions
- Public Comment
  - Comments from all levels of community
- IUC
  - Weeks of review and comment
- ET
  - Comments and suggested revisions, as well as two meetings for target feedback about what they wanted ETSU to achieve over the next decade



# Based on Feedback

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- Proposed changes to university vision and mission
- Broadened initiatives to allow for more flexibility



# Priorities By 2026

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- Have 18,000 students enrolled on-campus, on-line, or at a remote location.
- Have 3,500 out-of-state and international students enrolled.
- Have 2,000 Transfer students enrolled.
- Graduate 60% of first-time, full-time, degree seeking students within 6 Years.
- Retain 85 % of first-time, full-time, degree seeking students from fall-to-fall.
- Receive 12,000 freshman applications with an average ACT of 24.
- Be an Insight into Diversity: Higher Education Excellence in Diversity institution
- Receive \$60 Million for research and other extramurally-sponsored activities.
- Receive \$25 Million in annual giving to ETSU.
- Have a 10% Alumni giving rate.
- House 3,500 students on campus, with another 2,500 living within two miles of campus.
- Have market-salary equity for faculty, staff and graduate student salaries/stipends.
- Be recognized as a Chronicle Great College to Work For.
- Be a recipient of the Carnegie Community Engagement Classification from the Carnegie Foundation.





# Next Steps

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- Final Recommendations from ET January 15<sup>th</sup>, 2017
- Week of January 15<sup>th</sup> meet with President to finalize document ensuring it incorporates all feedback
- Final document for IUC approval at February meeting
- Use the framework to guide, review and approve budget proposals

