

Task Force Reports - Visioning Project

East Tennessee State University

Culture and Outreach

December 5, 2012



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| The Charge

Identify the “what if’s” related to the culture and outreach of East Tennessee State University with consideration of the following:

1. History, ritual, and traditions
2. Campus environment/ambiance
3. Symbols and branding
4. Marketing
5. Geographical designations
6. Appalachian culture
7. Fine and performing arts
8. Museums
9. Partnerships



| Our Vision

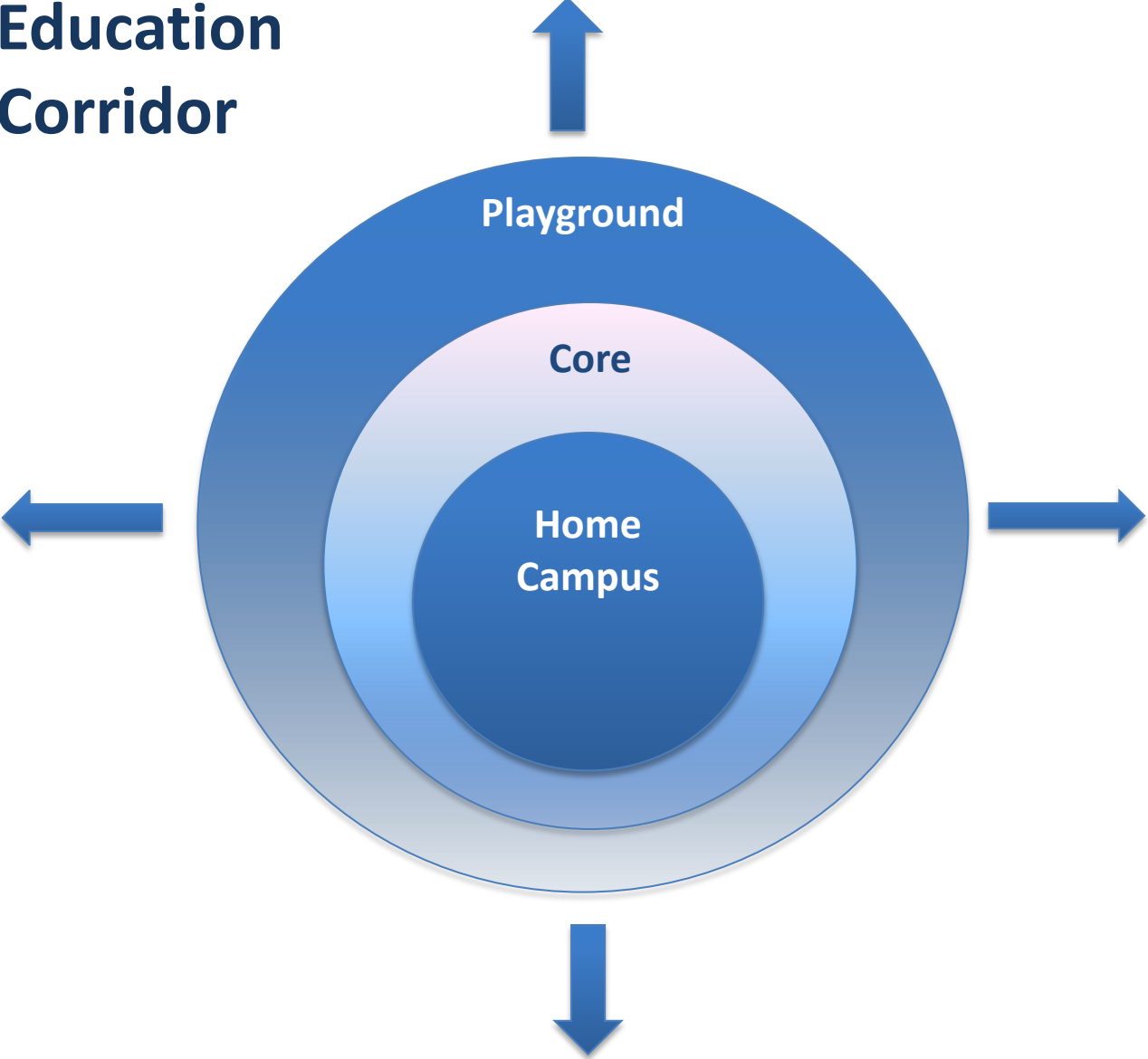
1. Geography

ETSU will represent a lifelong experience; one that is not constrained by location. The new education marketplace and its constituents demand accessibility and customization. ETSU will become an “Education Corridor,” leveraging the “cloud” concept, eliminating boundaries.

- Remove geographic constraints
- Evolve to a constituent based relationship where everyone can recognize they have a place in the Education Corridor
- Determine what our constituents want and need and set out to provide it (MOOCs, alternative credentialing, adult/continuing etc.)
- Fully utilize technology and marketing to the greatest advantage in building an Education Corridor that is a superhighway to our constituents
 - Support real-time, continuous discussion/contact via social media



Education Corridor



| Our Vision

2. University / Student

ETSU will develop a unique student environment that offer rich cultural opportunities for our students and eliminates the barriers that keep students from fully engaging with their educational experience.

- Demonstrate an equality of support for all constituents/programs (students coming from all Corridors, graduate student stipends/housing, child care, program marketing, etc.)
- Raise the profile of International Studies
- Support the social, cultural and academic needs of students so that when they become alumni, their first thought is to send other students to ETSU
- Make decisions knowing that the “face” of our student population has changed and is evolving



Students



| Our Vision

3. Constituent Connection -

ETSU will develop a synergy that connects with its many constituents and become a “gateway” for varied outreach activities and cultural experiences.

- Develop a world class Fine and Performing Arts Center
- Leads the way in science education and outreach
- Provide a “Gateway Center” for its constituents
- Recognize the valuable asset of our Alumni



| Our Vision

4. Service -

ETSU will be known for quality service. It will have a “from the ground up” culture of service that meets the needs of its diverse constituency (our campus, core and internationally).

- Re-envision processes and spaces for efficiency and convenience
- Be an institution where every employee is an official ambassador for ETSU
- What is the first impression of a visitor to ETSU – our physical “gateway?”



| Our Vision

5. Marketing/Communication/Branding

To provide a clear message and story that is consistently and visually recognizable to our constituents.

- Develop a bold and creative message and brand that draws current and new constituents to our educational opportunities
- Reexamine limiting vocabulary (regional, state, etc.)
- Supports and expect that marketing is the responsibility of ALL faculty and staff members - not the sole responsibility of enrollment management
- Be recognized internationally for communication that is focused, accurate, timely and sharp!



Culture and Outreach Guiding Philosophy

“What if”...we agreed that our true purpose is to lead the efforts to transform the lives of our constituents through education? That education is the best option to alleviate poverty, racism, abuse, and social risk and to elevate each person within this corridor. If we redefined our purpose as leading all educators to **embrace the idea that every person needs to aspire to more than a high school education and that ETSUs purpose was to** lead in multiple partnerships across multiple educational platforms and programs to **provide every learning opportunity conceivable**, the result would be to propel our economy and weave a strong social fiber.



Culture and Outreach POP QUIZ

1. Bring our campus to the world and the world to our campus
2. Develop a bold, consistent message defining who we are
3. Understand that everything we do is about creating the opportunity for our students to achieve their biggest dreams



Questions?

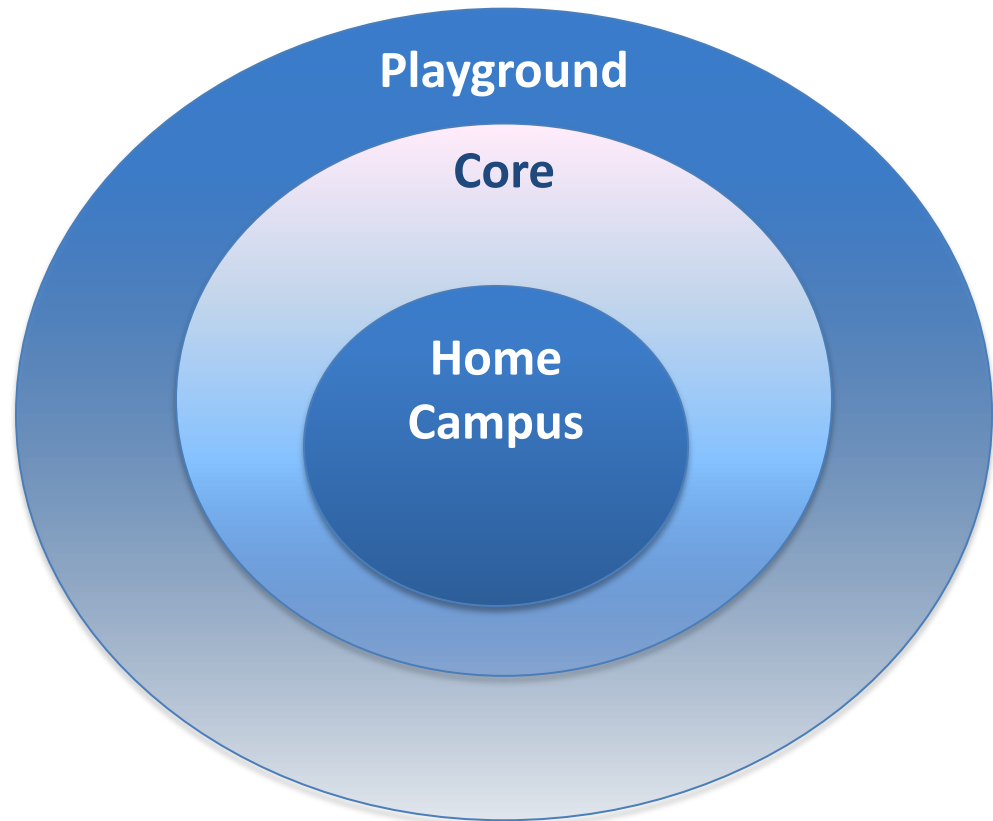


Committee for 125 • Task Force Presentation
East Tennessee State University • December 5, 2012

Constituents

- **Students**
- **Businesses**
- **Alums**
- **Education Institutions**
- **Educators**
- **Governments**
- **Municipal Leaders**
- **Retirees**
- **Veterans**
- **Innovation leaders**
- **HR Industry**
- **Non-profits**
- **Artists**
- **Physically Challenged**
- **Emerging Countries**

(This is only a partial list.)



Priorities



5 year

- **Geography:**
 - Recognize the physical place of ETSU while abolishing geographic constraints.
 - Assume the leadership role in building bridges and partnerships that span globally.
 - Evolve from a student and stakeholder based relationship to a constituent based relationship where everyone recognizes they have a place in the Education Corridor.
- **University/Student:**
 - Be a university that supports the social, cultural and academic needs of our students.
 - Be a university that offers its students access to a broad range of cultural experiences.



Priorities

5 year

- **Service Culture:**
 - Be student-focused in all aspects of service.
 - Be an institution where every employee is an official ambassador for ETSU
- **Marketing/Communication/ Branding:**
 - Be a university with a bold and creative message and brand that draws current and new constituents to our educational opportunities.
 - Be a university that supports and expects that marketing is the responsibility of ALL faculty and staff members - not the sole responsibility of enrollment management.
 - Be a university that is recognized internationally for its marketing and communication.



Priorities



10 Year

- **Constituent Connection:**
 - Be a university with a world class Fine and Performing Arts Center
 - Be a university that leads the way in science education and outreach.
 - Be a university that provides a “Gateway Center” for its constituents.
 - Be a University that recognizes the valuable asset of our Alumni.

