

East Tennessee State University
 Department of Communication and Performance
Speech and Debate Team
Strategic Plan
 2015-2020

Strategic Priority	Objective	Action Steps	Responsibility	Timeline	Measure	Resources	End of AY Report
1: Compete in Forensics and Debate on the National Level To make the ETSU Speech and Debate Team a viable competitor on the National Stage in Individual events and Parliamentary debate.	A. Be an active member in the NPDA (National Parliamentary Debate Association).	1. Identify membership criteria	E. & L. Messmer	Fall 2016	Attain information on association values, membership costs	\$200	Completed Spring 2016 with completed list
		2. Join	E. & L. Messmer	Fall 2017	Attendance	\$50 per membership	
		3. Attend Conference	E. & L. Messmer	Fall 2017	Attendance	\$750 (parking, per diem to be assessed)	
		4. ID members, gather sample competition packets from them	E. & L. Messmer	Fall 2017	Binders and sample packets		
		5. Attend seminars or sessions and gather materials on recruitment, recruiting members, coaching strategies, leadership and other areas of interest	E. & L. Messmer	Fall 2017	Binder of NPDA seminar materials (4 different examples)		
		6. Presenting at conference and/or assume leadership role	E. & L. Messmer	Fall 2017	Presenting at conference or position title	\$1200 x 2 travel and conference fees	
		7. Gather tournament promotional material	E. & L. Messmer	Fall 2017	Fliers and packets from the tournament		

B. Recruit regional high school seniors interested in national level college competition.	1. List schools and districts in the area	Team President and PR Chair	Fall 2016	List of schools	Hour and advertisement (funded through the SORC)	
	2. Procure examples of high school debate tournament strategies	Team President and PR Chair	Fall 2016	Packets of information	\$50	
	3. Visit 2 high schools per semester and contact Forensic Directors	E. & L. Messmer, Team President, and PR Chair	Fall 2016	6 directors contacted		
	4. To procure debate student profile/demo from each school	Team President and PR Chair	Fall 2016	Get profiles		
	5. Identify options for workshops or other deliver opportunities	Team President and PR Chair	Fall 2016	Identified dates and program attending	\$300	
	6. Identify recruitment goals for those units	Team President and PR Chair	Spring 2017	List of goals and how they will be achieved		
	7. Identify timelines for visits, workshops, and goals, and follow-up	Team President and PR Chair	Spring 2017	Contact with high schools made and dates established		
	8. Develop distribution materials specifically targeting high school students that are focused on our recruitment goals with NPDA	Team President and PR Chair	Spring 2017	Packets to distribute, giveaways and promotions	\$300	
