

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                          |
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| <b>1: Compete in Forensics and Debate on the National Level</b><br>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                     |                                          |                                           |

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|  | 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) | SPRING 2017 |
|  |                                                                                           | 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                                            |             |

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|  | C. Have the team maintain annual presences at National tournaments (change last part of this) with recruitment remaining stable. | 1. Retain membership                                        | E. & L. Messmer and Team Members     | Spring 2018 | The team should be able to operate at a consistent level (10) of success over the next three years. | Travel and Tournament fees (\$50 for entry, \$10 per I.E. event, \$50 per debate team, plus travel money that will be determined based on location of tournament) |                                                           |
|  |                                                                                                                                  | 2. Expand recruitment for IE-specific competitors           | Team President and PR Chair          | Spring 2019 | Participation in out rounds would be an ideal position to be in at this point.                      | Hours and I.E. materials (literature, black books, pages, VA stands and boards, cases).                                                                           | Expanded interest/added two more IE tournaments FALL 2018 |
|  | D. Compete at Novice Nationals Tournament.                                                                                       | 1. Research the requirements, qualification procedure, etc. | E. Messmer and Team President        | Spring 2017 | Packets of Information (10)                                                                         |                                                                                                                                                                   |                                                           |
|  |                                                                                                                                  | 2. Create interest from members                             | Team President and Vice-President    | Spring 2017 | 8-10 members identified<br><br>6 students competed                                                  |                                                                                                                                                                   |                                                           |
|  |                                                                                                                                  | 3. Bring students to compete                                | E. & L. Messmer and Team Members     | Spring 2017 | At least 6 students                                                                                 | Travel, tournament and membership fees                                                                                                                            |                                                           |
|  | E. Join Pi Kappa Delta (national honor society for speech and debate)                                                            | 1. Research                                                 | E. & L. Messmer, Team                | Spring 2017 | Membership cost and eligibility identified                                                          |                                                                                                                                                                   | Completed October 2015                                    |
|  |                                                                                                                                  | 2. Gather interest from team members                        | L. Messmer, Team President, PR Chair | Spring 2017 |                                                                                                     |                                                                                                                                                                   |                                                           |
|  |                                                                                                                                  | 3. Join                                                     | E. & L. Messmer, Team                | Spring 2017 |                                                                                                     | \$100                                                                                                                                                             |                                                           |
|  |                                                                                                                                  | 4. Attend                                                   | E. & L. Messmer, Team                | Spring 2017 |                                                                                                     | Travel fees                                                                                                                                                       |                                                           |

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|                                                                                                                                                                                                                         | F. Identify 3-5 nationally known/competitive programs                                                    | 1. Analyze their webpages<br>2. Analyze recruitment materials<br>3. Analyze documents<br>4. Analyze syllabi                                                                                                                                                                                            | E. & L. Messmer | Fall 2016   | Packets of Information with results of each analysis | Time                           | Completed by Kailey Nieman, Team President FALL 2017 |
| <b>2. Identify funding sources for program and competing students</b><br>Develop and maintain a network of scholarships and other funding sources for students to join and compete for the ETSU Speech and Debate Team. | A. Create scholarships (at least 2) for debate members. Set up scholarships for incoming debate members. | 1. Set up giving campaign on Department website                                                                                                                                                                                                                                                        | E. & L. Messmer | Fall 2015   | Active link                                          | Webmaster and chair's approval | Link created APRIL 2015                              |
|                                                                                                                                                                                                                         |                                                                                                          | 2. Meet with scholarship office (Tisha Harrison) and incorporate specific steps discovered in that meeting meet this Judy Slagle and/or Scott Koterby as another step talk about fine and performing arts scholarship and use the term "debate performers"/ Talk to Cara Harker as well about process. | E. & L. Messmer | Spring 2016 | Research from the meeting                            | Time                           | Talked with Dr. Herrmann about HID MARCH 2015        |
|                                                                                                                                                                                                                         |                                                                                                          | 3. Draft Scholarship Proposal and Application (for both honors and departmental scholarships)                                                                                                                                                                                                          | L. Messmer      | Fall 2016   | Completed proposal                                   | Time                           |                                                      |
|                                                                                                                                                                                                                         |                                                                                                          | 4. Develop                                                                                                                                                                                                                                                                                             | E. & L. Messmer | Spring 2017 | Promotional                                          | Time, time of the              |                                                      |

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|                                                                                                                                                                          |                                           | promotional materials for scholarships and post them on web and in print E.G. rack card or trifold for HID, honors, and departmental scholarships |                                     |             | materials developed, printed, and posted                                    | webmaster, and cost of printing for the department |                                                           |
|                                                                                                                                                                          |                                           | 5. Offer 2 Scholarships                                                                                                                           | E. & L. Messmer and PR Chair        | Fall 2017   | Accepted scholarships by students                                           | Amount of raised money                             | Creative Arts scholarship offered FALL 2016               |
|                                                                                                                                                                          | B. Procure program funding                | Appeal to sources for funding                                                                                                                     | E. & L. Messmer, Team President     | Fall 2017   | Funding secured                                                             |                                                    | SAAC Funding applied for and approved- \$7500 SPRING 2018 |
| <b>3. Provide High School Support</b><br>Enhance the quality and appeal of our team in ways that increase our numbers and help us compete on a local and national level. | A. Host a high school tournament          | 1. Research the high school programs                                                                                                              | E. & L. Messmer and Executive Board | Spring 2016 | List of high school programs with current directors and contact information | Time                                               | FALL 2017                                                 |
|                                                                                                                                                                          |                                           | 2. Talk to regional directors                                                                                                                     | E. & L. Messmer and Executive Board | Spring 2016 | Interview notes                                                             | Time                                               |                                                           |
|                                                                                                                                                                          |                                           | 3. Run a regional debate tournament                                                                                                               | ALL                                 | Spring 2018 | Host                                                                        | Time, building access, and funding, \$1000         |                                                           |
|                                                                                                                                                                          |                                           | 4. Assess the effectiveness of the tournament                                                                                                     | E. & L. Messmer                     | Spring 2018 | Survey results                                                              | Printing costs                                     |                                                           |
| <b>4. Enhance Speech and Debate Team culture</b><br>Establish and record history of the program and maintain alumni                                                      | A. Provide team alumni with announcements | 1. Create alumni email list                                                                                                                       | L. Messmer                          | Fall 2015   | Complete list                                                               | Time                                               | Regularly done                                            |
|                                                                                                                                                                          |                                           | 2. Invite alumni to Facebook page                                                                                                                 | E. Messmer                          | Spring 2016 | Additional 10 Facebook friends/<br>Additional 30 or more each year          | Time                                               | Regularly done                                            |
|                                                                                                                                                                          |                                           | 3. Maintain updated Facebook page                                                                                                                 | E. Messmer                          | Regularly   | Updated page                                                                | Time                                               | Updated                                                   |

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| relations.                                                                                                         |                                                   | 4. Send regular emails of tournament outcomes                                                                                                                                                                                                                                                      | L. Messmer                                | Spring 2016 | Emails                                                                                    | Emails                                    | Sent                                                                                          |
|                                                                                                                    |                                                   | 5. Invite alumni to judge Parli Plunder                                                                                                                                                                                                                                                            | L. Messmer                                | Every April | Acquire four judges each year                                                             | Judge fees- \$10 per round                | Done every April                                                                              |
| 5. <b>Community and Campus Involvement</b><br>Stay connected with and involved in events on and outside of campus. | A. Sponsor or co-sponsor 1-2 campus events a year | 1. Establish the team as a vessel for discussion of hot topic ideas and controversies relevant to student life by offering an organized and well-researched discussion as a service to students and campus groups.                                                                                 | E. & L. Messmer, and Team Executive Board | Spring 2017 | Host one event each year                                                                  | Space and money                           | Great Weed Debate, Presidential Debate Watch, & Buccaneer Invitational<br>REGULARLY COMPLETED |
|                                                                                                                    |                                                   | 2. Secure funding to offer these discussions regularly.                                                                                                                                                                                                                                            | E. & L. Messmer, and Team Executive Board | Spring 2017 |                                                                                           | Money                                     | Funding received from multiple groups on campus                                               |
|                                                                                                                    |                                                   | 3. Once established, the team will advertise during campus events that lend themselves to debate style discussion. Each event will also be used as a forum to advertise the council's ability to host future events on other issues. This will allow us to create vital relationships with various | E. & L. Messmer, and Team Executive Board | Fall 2017   | Have money to bring in speakers/ Hosting and helping with discussions, advertsing at them | Building access and advertising materials | Great Weed Debate, Presidential Debate Watch, & Buccaneer Invitational<br>REGULARLY COMPLETED |

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|                                                                               |                                                                          | programs in the university.                                                                            |                                           |                            |                                                                               |                                                         |                                                                             |
|                                                                               |                                                                          | 4. Evolving into more visible and attended events that are supported by ETSU as well as the community. | E. & L. Messmer, and Team Executive Board | Fall 2018                  | Host a major campus event                                                     | Acquiring building access and speakers/documentary fees | Buccaneer Invitational FALL 2017<br><br>Work towards other events in future |
|                                                                               |                                                                          | 5. Contact civility week creators for a debate/panel                                                   | L. Messmer and Team President             | Spring 2018                | Bringing in national, international speakers, and controversial documentaries | Fees and advertising money                              | Helped with Civility Week SPRING 2015                                       |
|                                                                               | B. Have involvement with Toastmasters                                    | 1. Establish Toastmasters chapter                                                                      | L. Messmer                                | Fall 2015                  | Chapter created                                                               | Time                                                    | Established JANUARY 2016                                                    |
|                                                                               | C. Work with other student organizations on campus                       | 1. Identify other organizations to work with                                                           | Team members                              | Fall 2018                  | List created                                                                  | Time                                                    |                                                                             |
|                                                                               |                                                                          | 2. Develop events                                                                                      | E. & L. Messmer, Team Members             | Spring 2019                | Events established                                                            | Time                                                    |                                                                             |
| 3. Co-host events                                                             |                                                                          | E. & L. Messmer, Team Members                                                                          | Fall 2019                                 | Advertisements and hosting | Funding, advertisement cost, and time                                         |                                                         |                                                                             |
| 5. Offer Campus Support Offer speech and debate tutoring to the entire campus | A. Use 2-3 practices each semester to offer tutoring to the student body | 1. Create advertisements                                                                               | Team members                              | Fall 2018                  | Ads created                                                                   | Printing cost                                           |                                                                             |
|                                                                               |                                                                          | 2. Offer tutoring                                                                                      | Team members                              | Fall 2018                  | Tutoring offered                                                              | Time                                                    |                                                                             |