# Task Force Reports - Visioning Project

## East Tennessee State University

# Extramural Resources, Sponsored Programs and Initiatives:

# Research, Service and Instruction

December 5, 2012

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# | The Charge

We were asked to apply our collective expertise to identify "what if?" opportunities within the Extramural Resources, Sponsored Programs and Initiatives: Research, Service and Instruction, which include the following areas:

1. Advancement and ETSU Foundation
2. Role and Cultivation of Alumni
3. Community, Regional and Other Partnerships
4. Partnerships with private developers to construct new facilities
5. Research Foundation
6. Innovation Laboratory, Valley Brook and other potential revenue sites
7. Support strategies
8. Emulating strategies of private institutions
9. Sponsored Programs

# | Task Force Process & Methodologies

## October

- **Assess project outcomes and timeline**
- **Define scope of activity**
- **Divide into three working groups (Philanthropy, Programmatic and Non-programmatic, Research and Sponsored Programs)**
- **Meet as subgroups (3-4 times) to review data and perspectives**

## November

- **Mid-point debriefing**
- **Using perspectives converge the possibilities**
- **Develop inspirational themes and recommendations**
- **Submit reports 11/28/12**
- **Prepare for 12/5/12 presentations**

## December

- **Present to The Committee for 125 on 12/5/12**

Extramural Resources, Sponsored Programs and Initiatives: Research, Service and Instruction Task Force

**Theme: Bring the campus to the community and the community to the campus**

1.  **Become a significant player in the regional economy, not only as a provider of higher education, but as a major partner in its economic development.**

    - Establish public/private and institutional partnerships that expand/improve the University while enhancing its role in economic development.

2. **Enhance significantly revenues from academic programming while reducing costs to provide better value and affordability to learners.**

- Grow targeted student enrollment that will bring additional resources to campus.

- Control total academic program costs and grow academic program revenues.

### 3. By developing a culture of philanthropy, realize a sustainable stream of new resources

- Foster a culture of philanthropy that will enhance alumni, friend, foundation and corporate giving to the University.

4.  **Become a nationally preeminent center of research and scholarship that will contribute to the intellectual, social, cultural and economic benefit of the region.**

- Foster a "culture of research" to support the prominent role of research in the university's core mission.

- Enhance research and service revenue. Improve the research infrastructure.

# Visionary Opportunities

### Extramural Resources, Sponsored Programs and Initiatives: Research, Service and Instruction Task Force

**Theme: Bring the campus to the community and the community to the campus**

1. Become a significant player in the regional economy, not only as a provider of higher education, but as a major partner in its economic development.

2. Enhance significantly revenues from academic programming while reducing costs to provide better value and affordability to learners.

3. By developing a culture of philanthropy, realize a sustainable stream of new resources

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# | Comments & Questions

# The Committee for 125

## December 5, 2012

**5 year**

- Establish public/private and institutional partnerships that expand/improve the University while enhancing its role in economic development.
- Grow targeted student enrollment that will bring additional resources to campus.
- Control total academic program costs and grow academic program revenues.
- Foster a culture of philanthropy that will enhance alumni, friend, foundation and corporate giving to the University.
- Foster a "culture of research" to support the prominent role of research in the university's core mission.
- Enhance research and service revenue.

**10 Year**

- Control total academic program costs and grow academic program revenues.
- Improve the research infrastructure.