



EAST TENNESSEE STATE UNIVERSITY

YOUR COLLEGE/UNIT NAME HERE

[image of your choice depicting your college/unit]

Strategic Plan

Your College/Unit Name Here

East Tennessee State University

20xx-20xx



Strategic Planning at East Tennessee State University:

The university plan is intended to be the guiding document for academic and administrative units when developing and prioritizing their strategies for achieving the strategic goals of the university and to guide budgeting and resource allocation decisions. The hope is that decision-making will become a more decentralized process that will encourage innovation among the units, and this template is an extension of that process.

VISION

Developing a world-class environment to enhance student success and improve the quality of life in the region and beyond.

MISSION

ETSU provides a student-centered community of learning, reflecting high standards and promoting a balance of liberal arts and professional preparation, and continuous improvement. The university conducts a wide array of educational and research programs and clinical services including a comprehensive Academic Health Sciences Center. Education is the university's highest priority, and the institution is committed to increasing the level of educational attainment in the state and region based on core values where:

PEOPLE come first, are treated with dignity and respect, and are encouraged to achieve their full potential; **RELATIONSHIPS** are built on honesty, integrity, and trust; **DIVERSITY** of people and thought is respected; **EXCELLENCE** is achieved through teamwork, leadership, creativity, and a strong work ethic; **EFFICIENCY** is achieved through wise use of human and financial resources; and **COMMITMENT** to intellectual achievement is embraced.

VALUES

ETSU endorses the value of a liberal education and provides enriching experiences in honors education, student research and creative activity, study abroad, service-learning, and community-based education.

ETSU honors and preserves the rich heritage of Southern Appalachia through distinctive education, research, and service programs and is actively engaged in regional stewardship.

ETSU affirms the contributions of diverse people, cultures, and thought to intellectual, social, and economic development.

ETSU offers students a total university experience that includes cultural and artistic programs, diverse student activities, a variety of residential opportunities, and outstanding recreational and intercollegiate athletic programs.

ETSU awards degrees in over one hundred baccalaureate, master, and doctoral programs, including distinctive interdisciplinary programs and distance education offerings that serve students from the region and beyond.



CORE GOALS

Six institution-wide areas of focus are fundamental to the University's vision, mission and future success:

- 1. Supporting a strategic growth agenda that maximizes the student experience both inside and outside the classroom.**
- 2. Ensuring the diversity and inclusion of people and ideas.**
- 3. Empowering employees to make ETSU a great place to learn, work, and grow.**
- 4. Supporting Excellence in Teaching.**
- 5. Expanding the foundation for scholarly (research and creative activity) excellence and innovation in all disciplines.**
- 6. Leading the region forward through community engagement and service.**

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Letter from the Dean or Dean/Director

A one- to two-page executive overview of the strategic plan. Feel free to include images, as appropriate.

Sincerely,

Dean/Unit Head signature here

Name, Position

Your College/Unit Name Here



College/Unit Overview

A one- to two-page summary of basic information about the college/unit to include, as appropriate, concise mission, vision, values statements; brief history; departments; current number of faculty, staff, students; programs offered; areas of special research focus; points of pride.

Feel free to include images.

Strategic Mission and Vision of Your College/Unit

Grounded in the university vision and mission statement on page i.

Shared Values

Grounded in the university values listed on page i.

Strengths Weaknesses Opportunities and Threats/Challenges

A three- to five-page statement, including images, as desired.

The External Environment

A description of the external environment as it affects the college or unit's opportunities and poses challenges.

The Internal Environment

A description of the internal environment as it affects the college or unit's opportunities and poses challenges. Discussion of, as appropriate:

- Recent successes and other strengths that your college/unit will build upon
- Areas needing to be improved or else reduced

A statement of the strategic plan's primary focus areas (to be discussed in detail in the following section). Focus areas are those areas of major emphasis that will allow the college/campus to maximize its opportunities and strengths and address the challenges discussed above. The focus areas should also be aligned with the university's core goals:

- 1. Supporting a strategic growth agenda that maximizes the student experience both inside and outside the classroom.**
- 2. Ensuring the diversity and inclusion of people and ideas.**
- 3. Empowering employees to make ETSU a great place to learn, work, and grow.**
- 4. Supporting Excellence in Teaching.**
- 5. Expanding the foundation for scholarly (research and creative activity) excellence and innovation in all disciplines.**



6. Leading the region forward through community engagement and service.

Succeeding in Our Strategic Focus Areas

A description of the strategies that your college/campus will take to succeed in the focus areas introduced in the Strategic Scan section.

The length of this section is left to your thoughtful discretion. Strategies should be limited in number and aligned with the university's core goals listed on page ii. Please provide a section for each of the four core goals, describing your strategies for contributing to the university's reputation and visibility within each goal. Include a bulleted list of the initiatives that will implement these strategies.

1. Supporting a strategic growth agenda that maximizes the student experience both inside and outside the classroom.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.



2. Ensuring the diversity and inclusion of people and ideas.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.



3. Empowering employees to make ETSU a great place to learn, work, and grow.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.



4. Supporting Excellence in Teaching.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.
- Etc.



Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.
- Etc.

5. Expanding the foundation for scholarly (research and creative activity) excellence and innovation in all disciplines.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.
- Etc.



Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.
- Etc.

6. Leading the region forward through community engagement and service.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.

Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.
- Etc.



Strategic focus area:

- Implementation initiative
- Implementation initiative
- Etc.
- Etc.