



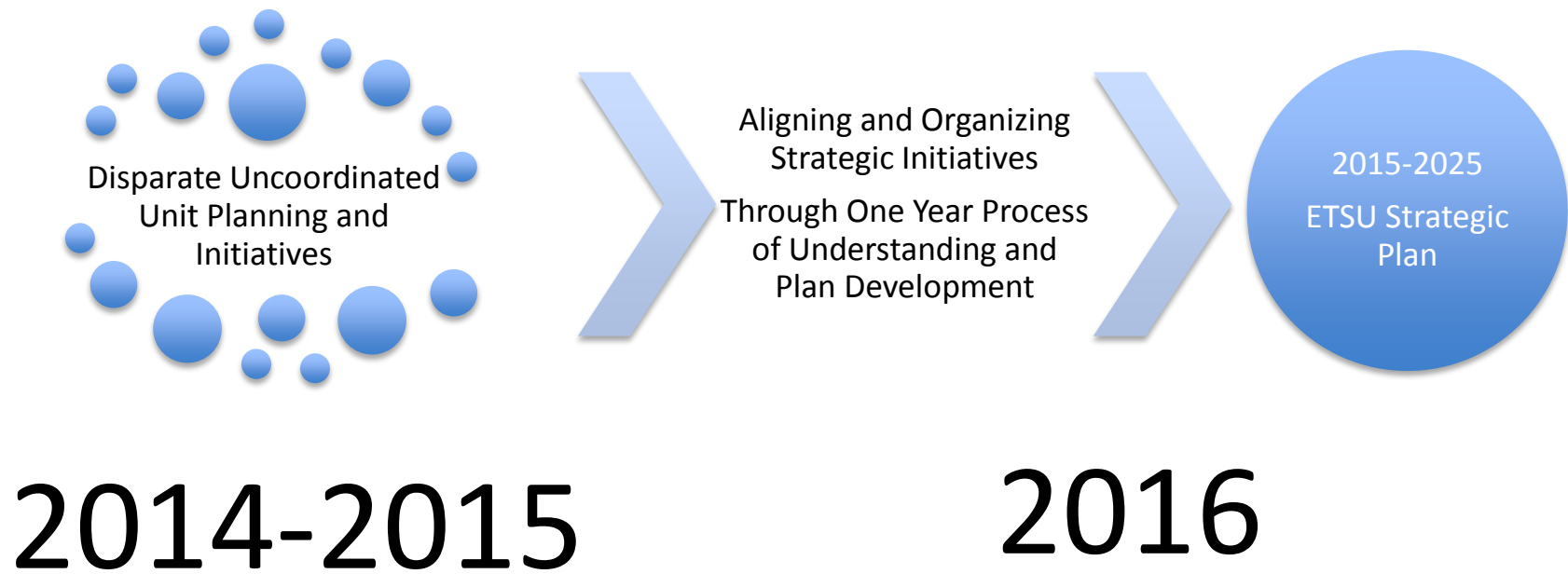
EAST TENNESSEE STATE
UNIVERSITY



ETSU Strategic Planning 2015- 2025

IUC
July 11, 2016

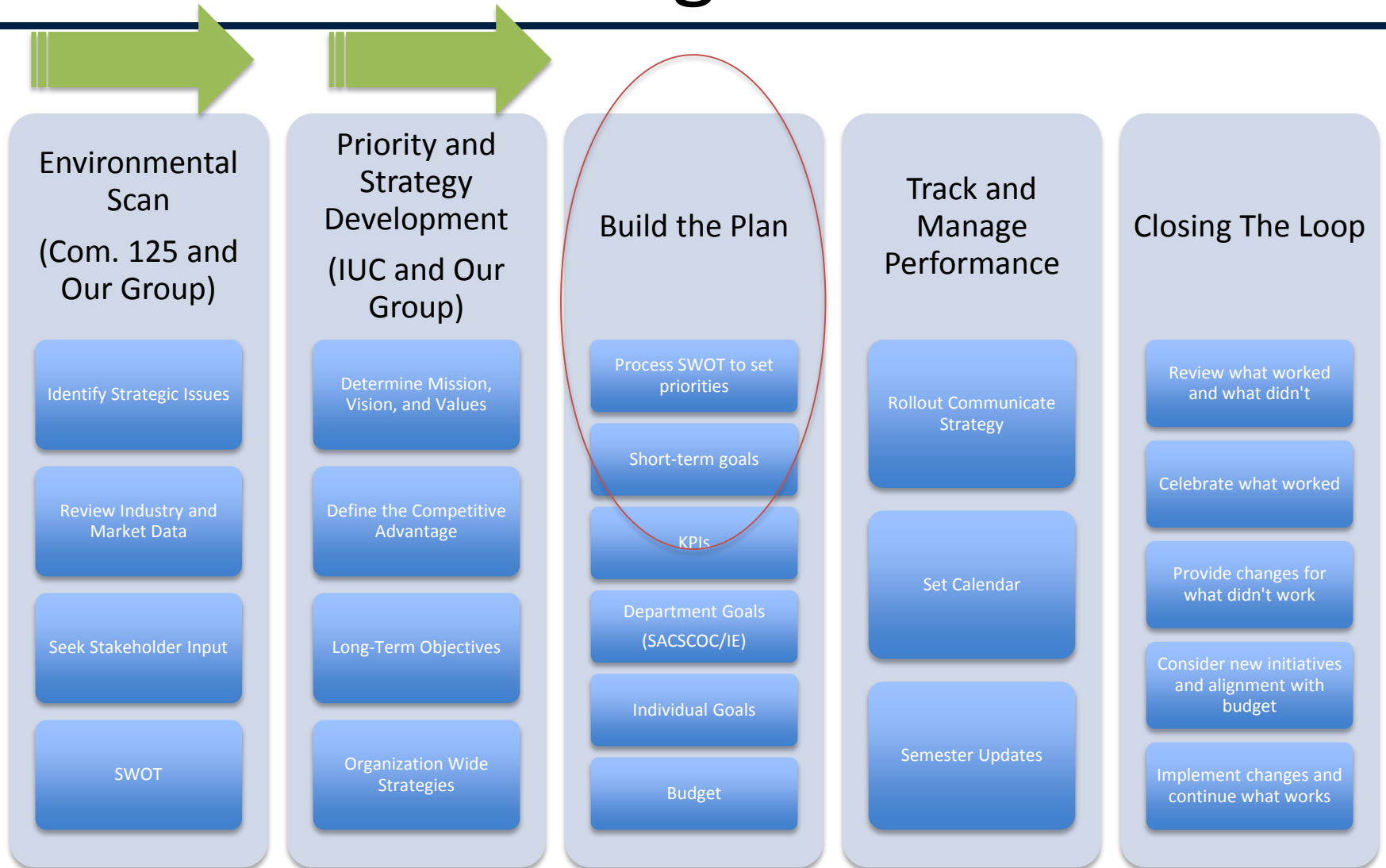
Background



Planning Phases



Planning Phases



ETSU SWOT Results

- Survey conducted in May 2016
- Based on small groups SWOT
- Sent to all faculty, staff, and students
- Received 946 responses
- Respondents asked to select top five for each category



Strengths

- Academic Health Sciences
- Affordability/Scholarships
- Faculty
- Academic programs
- Students
- *One other item rated above 3.0 'Campus (Beauty, Location, Region)*



Weaknesses

- Low faculty and staff salaries
- Limited university budget
- Lack of communication
- Lack of transparency in decision-making
- Too few tenured/tenure-track faculty



Opportunities

- Increase faculty staff salaries
- Increase academic reputation
- Grow graduate programs
- Improve the student experience
- Grow honors program
- *One other item rated above 3.0 – 'Health Systems Merger'*



Challenges

- Limited University Budget
- Low morale
- Competition from two-year schools
- Maintain appropriate number of full-time faculty
- Competition from four-year schools
- *One other item rated above 3.0 – 'Inadequate Campus Safety'*



What's Next

- Finalize the Domains – combine and revise
- Process for expanding the membership of the planning committee
- Draft for review by middle of September, 2016
- Draft for Governing Board October, 2016

