



Proposed Vision Statement

ETSU is an institution dedicated to stewardship of place. We are committed to student success and enhancing the quality of life for the people of Appalachia.



Ad Hoc Committee for Visions and Aspirations

- Bridget Baird
- Randy Byington
- Dennis Depew
- Marsh Grube
- Karen King
- Bill Kirkwood
- Angela Lewis
- Rick Osborn
- Don Samples
- Ramona Williams
- Randy Wykoff



Ad Hoc Committee for Visions and Aspirations

- Vision Statement
- 9 Goals and Objectives
- 3 Aspirations
- 11 Data and Benchmarks



Ad Hoc Committee for Visions and Aspirations

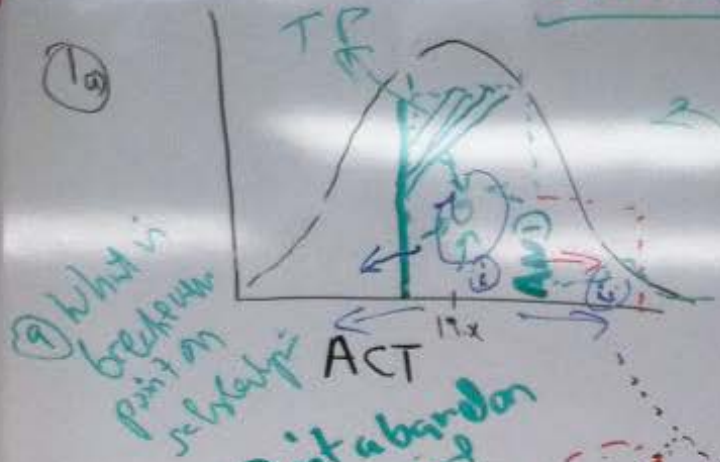
- Neither word-smithing, nor number-smithing is really productive in the absence of a strategic plan; and
- Since the University is about to enter into the next phase of the strategic planning process,
- What guidance and direction should we provide to that process?



A STUDENT FIRST CULTURE

STRATEGIC GOAL

- ① PEDAGOGICAL CHALLENGE
- ② SCHOLARSHIPS / SCHOLARSHIP
- ③ WE WOULD NEED TO NARROW OUR RECRUITMENT EFFORTS
- ④ # IMPACT
- ⑤ GROW PRIVATE
- ⑥ NEED



16

⑪ Don't abandon traditions to get "Red Box"

B ④ DYNAMIC / GROWING MAINTAIN & GROW

- ⑤ NEED TO BUILD BRAND
- ⑥ ↑ RETENTION / GRAD RATE / JOB PLACEMENT / HAPPY
- ⑦ STUDENT SERVICE / QOL / LOST THEIR VOICE

WONT GET "RED BOX" IF WE DONT GET GREEN TO "RIGHT"

2



"mission" ACCESS OUTPUT / QOL

① DESTINATION SCHOOL → GRAD → JOB

Ad Hoc Committee for Visions and Aspirations

- 1) Advice for the strategic planning process;
- 2) Suggestions for over-arching strategic priorities for the university;



Suggestions for the Over-Arching Strategic Priorities

1. Develop a student-first culture;
2. Expand our student recruitment efforts without abandoning our traditional student population; and
3. Recognize that our mission includes a commitment to improve the health, culture, economy, and quality of life of our region



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BECOMING A
STEWARD
OF **PLACE**

LESSONS FROM AASCU CARNEGIE
COMMUNITY ENGAGEMENT
APPLICATIONS

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THIRD REPORT

*Returning to
Our Roots*

THE ENGAGED INSTITUTION



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Kellogg Commission
on the Future of State
and Land-Grant Universities

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