Arkansas Tech University-Ozark Campus
Updated Strategic Plan April 2012

1. **Deliver high quality educational programs with the appropriate personnel, facilities and equipment**
   a. Build for expansion, especially classroom space and a maintenance facility
   b. Emphasize green initiatives
   c. Increase technology for students, whether online/mixed courses, computer access, electronic books, and increased hours for computer labs
   d. Update technical trade facilities, including technology
   e. Increase training opportunities for faculty and staff in utilizing technology
   f. Provide for salary equity and incentives for degree attainment
   g. Explore faculty tenure process
   h. Establish an employee recognition program
   i. Offer industry-recognized credentials for completers (ATCC)

2. **Develop and implement an enrollment management plan (recruitment, retention, completion, graduation, placement and alumni relations)**
   a. Communicate pathways to degrees to faculty, staff, students, and, in some cases, parents so that degree plans are understood by all stakeholders
   b. Engage current students in becoming "ambassadors" for recruitment
   c. Survey industries and communities for needs
   d. Increase promotion of ATCC at high schools and in the community
   e. Emphasize alumni relations
   f. Increase staff to sustain campus growth
   g. Employ more student workers
   h. Expand student success lab
   i. Offer counseling services to students
   j. Ensure campus environments are welcoming to students and parents

3. **Enhance external relations including development of private funding**
   a. Employ a grant writer
   b. Improve walking trail to encourage future donations
   c. Develop alumni relations
   d. Seek private partnerships for campus needs, such as housing and daycare
   e. Seek program sponsorships from businesses in specific trades/disciplines
   f. Better utilize advisory committees

4. **Improve internal and external communication to focus on mission**
   a. Profile students for various media/marketing
   b. Increase student organizations
   c. Increase faculty/staff training

d. Streamline processes between campuses — main, Ozark, ATCC
e. Improve the faculty/staff orientation process by providing training and/or guidelines to policies and procedures
f. Develop branding and advertising for ATCC
g. Increase interaction between faculty/staff at all sites — main campus, Ozark, ATCC — through technology and campus visits
h. Develop an emergency plan for both Ozark and ATCC
i. Put into place a Student Handbook at both Ozark and ATCC that clearly outlines behavioral guidelines for students
j. Offer more professional development opportunities