



STRATEGIC PLAN UPDATE

FRIDAY, JANUARY 26, 2007

GOALS FOR STRATEGIC PLANNING IDENTIFIED

After several months of diligent work by the university community, Arkansas Tech has selected five goals for its ongoing strategic planning process.

Representatives from the faculty, administration, staff, student body and the surrounding community determined that the following goals are critical for Arkansas Tech University to continue as a leader for higher education in our state.

- Goal #1: Enhance the creation and delivery of first quality education services.

- Goal #2: Improve enrollment management by focusing on student success.

- Goal #3: Develop the physical plant to be appropriate to the university's mission.

- Goal #4: Expand the university's partnerships with private individuals, corporations and foundations.

- Goal #5: Continuously improve communications and enhance the university's public image.

Members of the Strategic Planning and Resource Council are currently finalizing initiatives based on these five goals. The initiatives will identify specific tasks necessary for the university to reach its stated goals.

The finalized list of initiatives will be announced in a later edition of this newsletter.

FINAL COMMITTEE REPORTS ON FIVE AREAS OF FOCUS

PLANNING ASSUMPTIONS ARE STATEMENTS OF PROJECTED INSTITUTIONAL CONDITIONS IMPORTANT AS A BASE TO PLANNING.

PLANNING ASSUMPTION COMMITTEE MEMBERS

Dr. Charlie Gagen

Phil Jacobs

Dr. David Underwood

Dr. Shelia Jackson

David Moseley

Dr. Kevin Mason

PLANNING ASSUMPTION COMMITTEE FINDINGS

I. Enrollment Management

- a. Expected pressure for slight growth on the Russellville campus.
- b. Ozark Campus enrollment will grow from 570 today to 1,200 by 2011.
- c. On campus housing will grow to 40% of total undergraduate enrollment on the Russellville

campus by academic year 2009.

- d. Increased competition for students
 - e. Increased emphasis on student retention and graduation rates
 - f. Increased demand for need based funding opportunities for students
 - g. More Hispanic, International and Adult Enrollment
 - h. The academic student profile will increase somewhat.
- #### 2. Resources and Facilities
- a. Expect state funding to remain unpredictable
 - b. Deferred maintenance on campus is \$138,000,000 of which \$8,296,400 is considered critical. There will not be adequate funding to address these issues.

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- c. External funding will be available but will not be sufficient to adequately supplement the needs of the base operating budget.
 - d. More demand for additional classrooms, office space, and housing
 - e. More demand for classroom and laboratory technology
3. Curriculum and Instruction
- a. The number of full-time faculty and staff will need to increase to meet the increasing enrollment demands.
 - b. Reliance on non-tenured adjunct faculty will continue to be necessary in order to meet teaching needs within available funding.
 - c. More demand for electronic delivery of courses and upgrade of distance learning technology
 - d. More demand for courses and programs (graduate, online and concurrent)
 - e. More demand for college graduates in certain professions, e.g. public education, health care
 - f. More demand for academic resources
 - g. More demand for assurance of learning
 - h. Continuation of in-service professional development
 - i. More demand for creative and effective use of resources
4. Administration and Institution
- a. The University's role in supporting the regional economy will remain high.
 - b. Pressure for accreditations of all eligible programs will continue.
 - c. Recurring/More demands for current information technology systems
 - d. More demand for external funding that will contribute to the endowment and the operating budget
 - e. Increased demand for accountability
 - f. Increased demand for university visibility.
 - g. Increased demand for administrative accessibility.

DRIVING FORCES ARE SELECT FACTORS OR TRENDS, WHICH WILL IMPACT MOST SIGNIFICANTLY UPON THE INSTITUTION. THESE FACTORS MAY BE DEMOGRAPHIC, SOCIAL, ECONOMIC, POLITICAL, TECHNOLOGICAL, AND EDUCATIONAL.

DRIVING FORCES COMMITTEE MEMBERS

Dr. Molly Brant	Linda Clarke
Phil Jacobs	Jayne Jones
Carol Trusty	Dr. John Watson
Beth Wilson	

DRIVING FORCES COMMITTEE FINDINGS

- 1. Maintaining financial strength
 - a. Level of state and federal funding
 - b. Level of private fundraising
 - c. Alumni support of the institution
- 2. Assessment of student learning and accountability on all fronts
 - a. Graduation rates
 - b. Retention rates
 - c. Institutional accreditation
 - d. Program accreditation
 - e. Quality of student learning
 - f. Quality of teaching and programs
- 3. Competition
 - a. For funding
 - b. For students
 - i. Enrollment management
 - ii. Defining enrollment goals and achieving them
 - c. Overall public perception of Tech, Russellville & Ozark
 - d. Ability to place students in jobs
 - e. Competition for faculty and staff, recruitment and retention
- 4. Capitalizing on change
 - a. Changes in and cost of technology
 - b. Global changes

- c. Local, regional, and state needs for economic development
 - d. International student enrollment
 - e. Student expectations
 - f. Demographics of potential students
 - g. Preparation of entering students
 - h. Baby boomer retirements in faculty and administrative ranks
 - i. Legislative initiatives
 - j. Expectations of the workforce
 - k. Parent Expectations/Involvement
 - l. Public perception of higher education
5. Students' willingness and ability to pay for education
- a. Room and board
 - b. Tuition
 - c. Textbooks and related materials
 - d. Quality and quantity of student housing
6. University Environment
- a. Faculty and staff satisfaction
 - b. Student satisfaction and perception of value
 - c. Personal investment in the institution
 - d. Health and wellness of students, faculty and staff
 - e. Potential for natural and man-made disasters
 - f. Physical environment

UNIVERSITY DISTINCTIVENESS REFERS TO SPECIAL INSTITUTIONAL ATTRIBUTES THAT ARE NOT COMMON TO OTHER INSTITUTIONAL COMPETITORS AND THAT CAN BE READILY IDENTIFIED AS DISTINGUISHING STRENGTHS.

UNIVERSITY DISTINCTIVENESS COMMITTEE MEMBERS

Dr. Jo Blondin	Dr. Jerry Forbes
Jayne Jones	Jaime Martin
David Moseley	Dr. Tim Smith

UNIVERSITY DISTINCTIVENESS COMMITTEE FINDINGS

Arkansas Tech University's distinctiveness lies in its commitment to further relationships among the students, faculty, staff, alumni, and friends who make up the Tech

family. Its campuses and the Lake Point Conference Center, located in the scenic Arkansas River Valley, offer exceptional and accredited programs delivered in a supportive educational environment.

CORE VALUES ARE FUNDAMENTAL PRINCIPLES THAT GUIDE THE INSTITUTION IN ACCOMPLISHING ITS MISSION.

CORE VALUES COMMITTEE MEMBERS

Dr. Gary Biller	Dr. Daniel Bullock
Dr. Jack Hamm	Julie Morgan
Dr. Carey Roberts	

CORE VALUES COMMITTEE FINDINGS

Arkansas Tech University is committed to:

1. Teaching excellence with focus on student learning, scholarship, and innovation
2. Attention to individual students that nurtures personal growth and lifelong success
3. Supportive relationships that encourage a sense of belonging
4. The highest level of integrity and ethics
5. Continuous improvement of all programs and services

UNIVERSITY VISION DEFINES THE INSTITUTION'S DESIRES AND ASPIRATIONS FOR THE FUTURE.

UNIVERSITY VISION COMMITTEE MEMBERS

Dr. Gary Biller	Dr. Mary Gunter
Dr. Jack Hamm	Cody Hill
Dr. Hanna Norton	Amy Pennington

UNIVERSITY VISION COMMITTEE FINDINGS

The vision of Arkansas Tech University is to be a student-centered university of choice.