

Charge to:

The University as a Public Institution:  
Strategic Planning Committee  
Working Group

General Charge:

Examine and understand the challenges and opportunities for Arkansas Tech University to develop and nurture a mutually supportive and beneficial connection with its stakeholder communities that include—but aren't limited to—the County, the State of Arkansas and the broader regional reach of the University.

Specific Questions:

Tech's Identity/Brand

1. While specifically thinking about ATU and its history and traditions, how would you define its contributions to the "Public Good"?
2. What is Tech's special niche in the overall university system and should it be any different than it currently is?
3. Who are the personnel on campus most responsible for creating, nurturing and managing the relationships with the community and creating a "brand" that acknowledges ATU's responsibility to contribute to the public good?

Community Collaborations (Perceptions and Values)

1. What is the WG's current perception of the relationship with the local community and the state?
2. How can the successful elements of that relationship be leveraged for the benefit of both the University and its surrounding area?
3. In looking back for as many as ten years, have there been major shifts in the character and quality of the relationship between the University and the community?
4. Are there trouble spots or tensions in the relationship with the broader community? Can they be adjusted?
5. What are the benefits to the University that flow from high-functioning and mutually beneficial programs or shared services? Can we develop an inventory of the existing collaborations that are successful examples?
6. How often and in what numbers do people who aren't members of the university community come on campus and for what reasons? Should more of that kind of campus involvement be encouraged?

## Community Collaborations (Practical Activities)

### A. Academic

1. Are any programs intentionally focused on the community are primarily academic in nature (e.g. lecture series open to the community, special access for local citizens, and etc.)?
2. What are the internship possibilities for students that align with their majors and/or career objectives?

### B. Economic

1. What connections are there to local industries?
2. To what extent does the campus encourage and/or monitor relationships with local merchants who serve primarily ATU students and staff?
3. To what extent do local employers utilize/depend on part-time services from students?
4. Have there been—should there be—any formal economic impact analyses performed? Have they been effective devices to foster positive relations between the two entities?

### C. Emergency Planning

1. Are there mutually designed and rehearsed disaster reaction plans that impact both campus and community?
2. Is there or can there be mutual training for campus personnel and community staff that is economical and produces higher quality results than would be possible with each functioning separately?

## Collaborations with Other Educational Institutions

1. How does Tech connect and communicate with the other universities in the region?
2. What is the relationship with high schools and community colleges in the region?

## Governmental Relationships

1. What are the political connections that are formal, if any?
2. What are the relationships with state government? Who is responsible for them? How are they coordinated?
3. Law enforcement: what is the relationship between campus safety and the local police force?

Miscellaneous

1. What other questions should be added by the Working Group members when they are appointed?

University as a Public Institution (Community Relations)

Dr. Michael Rogers	Faculty Rep/Group Chair	Associate Professor of Political Science
Mayor Randy Horton	Community Rep	Mayor, City of Russellville
Mr. Kelly Davis	Development/Alumni Rep	Director of Alumni Relations and Tech Loyalty Fund
Emily Bradley	Staff Rep	Coordinator of Leadership & Service
Ms. Kristy Bayer	Athletics Rep	Senior Women Administrator
Ms. Melissa Rose	Staff Rep/Nontraditional Student/Comm. Rep	History & PS Staff
Zachary Schwartz	Student Rep-Main Campus SGA	ATU Student
Bailey Taylor	Student Rep-Main Campus Greek Society	Delta Zeta Sorority
	Student Rep-Ozark Campus	
Wendi Pool	Faculty Rep- Ozark Campus	OTA Program Chair-Ozark Campus
Ms. Angela Bonds	Community Rep	Russellville Community Member
Dr. Sandy M. Smith	Faculty Rep-Main Campus (Emergency Management)	Department Head, Emergency Management