

The background features abstract, overlapping geometric shapes in various shades of green, ranging from light lime to dark forest green. The shapes are primarily triangles and polygons, creating a dynamic, layered effect. The text is centered in a clean, sans-serif font.

# Working Group- University as a Public Institution

# Objective 1

- ▶ Unanimously recommend ATU consider revising its mission statement  
**ATU Mission**  
Arkansas Tech University, a state-supported institution of higher education, is dedicated to nurturing scholastic development, integrity, and professionalism. The University offers a wide range of traditional and innovative programs which provide a solid educational foundation for life- long learning to a diverse community of learners (<http://www.atu.edu/about.php>).
- ▶ Key Results (5 Characteristics of a Good Mission Statement)
  - ▶ Succinct as possible
  - ▶ Memorable
  - ▶ Unique to ATU
  - ▶ Realistic
  - ▶ Current
- ▶ Actions
  - ▶ Recommendation this be included in the Strategic Plan produced in the Spring
  - ▶ Committee, task force, etc., that evaluates current ATU mission statement

# Objective 2

- ▶ ATU develop a campaign with multiple initiatives to increase the Tech identity and brand within the ATU community (faculty, staff and students across all campuses) and the surrounding towns
- ▶ Key Results
  - ▶ Better brand recognition (1 or a few symbols everyone recognizes)
  - ▶ More visibility of ATU in surrounding towns with flags, signs, etc.
  - ▶ Increased loyalty to Tech among faculty, staff, students, alumni and the surrounding towns
- ▶ Possible Actions
  - ▶ Explore a rebranding and/or reduction of ATU symbols
  - ▶ Campaign to Techify Russellville and surrounding towns
  - ▶ Have Tech Days where ATU students, faculty, staff and alumni go green and gold, not just Razorback red
  - ▶ Tech days not just for ATU but our surrounding communities as well
  - ▶ Rejuvenate Tech Connect committee

# Objective 3

- ▶ ATU explore the creation of a Community Engagement Office with supporting staff
- ▶ Key Results
  - ▶ Bridge building between ATU and its surrounding communities
  - ▶ Increased collaboration between ATU and surrounding communities
  - ▶ Resource sharing between ATU and surrounding communities
  - ▶ Increased experiential learning opportunities to compliment class instruction
  - ▶ Instilling a habit of community involvement and leadership in ATU students
- ▶ Actions
  - ▶ Explore creation of a new office
  - ▶ Evaluate if this should be its own department, a center or new component of existing department (like Student Services)

# Objective 4

- ▶ ATU explore creation of a department with staff to facilitate routinized experiential learning opportunities
- ▶ Key Results
  - ▶ Increased internship opportunities in businesses in our surrounding communities
  - ▶ Increased marketability of ATU students through on-the-job experience
  - ▶ Increased networking for ATU students
  - ▶ Support for departments and programs that have or want to add internship requirements
  - ▶ Added value to ATU degrees and enhanced list of business contacts
- ▶ Action
  - ▶ Explore creation of a new office
  - ▶ Evaluate if this should be its own department, a center or new component of existing department (like Norman Career Services)