

# Strategic Plan Action Items



# Strategic Plan Action Items

- Academic Delivery and Relevance
  - Increase the use of high-impact practices and interactive course offerings
  - Ensure curriculum offerings are relevant
  - Expand the application of durable skills



# Strategic Plan Action Items

- Institutional Branding, Marketing and Strategic Positioning
  - Launch campaign to increase visibility and enrollment
  - Promote the university's identity
  - Communicate achievements to internal and external audiences
  - Strengthen recruitment through targeted outreach efforts



# Strategic Plan Action Items

- Employee Support, Morale and Retention
  - Revise compensation to ensure competitiveness
  - Cultivate a healthy university community and culture
  - Improve internal communication
  - Expand professional development opportunities



# Strategic Plan Action Items

- Campus Infrastructure and Financial Resources
  - Identify new revenue streams and increase efficiencies
  - Allocate resources to increase recruitment/retention
  - Reduce financial barriers to student access
  - Invest in projects to create a more vibrant campus



# Strategic Plan Action Items

- Campus Life, Community Connections and Student Support
  - Optimize student services and advising
  - Promote a holistic, engaging university experience
  - Enhance ATU's contribution to the community
  - Enrich our welcoming and safe community



# Strategic Plan Year One Goals



# Academic Delivery and Relevance

- Design an employer evaluation for students in university program internships/field experiences to assess student workplace readiness as related to durable skills
- Design durable skills modules and/or program rubrics for use in freshman through senior levels that increase in complexity and supplement these, where appropriate, with Blackboard and university division resources





# Academic Delivery and Relevance

- Determine ways to increase the percentage of students participating in internships
- Create a rubric for use in considering relevancy, delivery, market demand and accessibility (RDMDA rubric) of programs and certificates, and ensure that all new programs go through the same evaluative process for these elements



# Academic Delivery and Relevance

- Investigate a platform that outlines career pathways for all majors at Arkansas Tech University
- Create maps and descriptions of certificates that could be used as add-ons in respective programs of study when electives are present
- Provide a pathway to consolidate platforms to all campuses



# Academic Delivery and Relevance

- Design a module within orientation courses to help students become familiar with high-impact practices and durable skills
- Design a module and/or course rubrics for use in general education courses to reinforce high-impact practices, durable skills and their application
- Encourage high-impact practices usage through the faculty promotion and tenure process, including yearly evaluations, and provide clear expectations for how this usage will be evaluated



# Institutional Branding, Marketing and Strategic Positioning

- Implement a standardized, data-driven recruitment marketing portfolio for academic colleges to deploy allocated funds toward high-yield, program-specific enrollment channels
- Deploy outdoor media to enforce brand identity and drive recruitment of first-time, first-year students



# Institutional Branding, Marketing and Strategic Positioning

- Streamline the digital enrollment funnel for first-time, first-year students
- Utilize e-newsletters to reinforce ATU's brand identity by including a section about our mission/vision at least five times in the school year



# Institutional Branding, Marketing and Strategic Positioning

- Execute a comprehensive brand study via a survey to determine Arkansas Tech's external nomenclature (ATU or Tech)
- Enhance the student e-newsletter by focusing on a mobile-first, responsive design
- Create a survey targeting alumni to ensure the format of institutional achievements is delivered in a manner that drives impact



# Institutional Branding, Marketing and Strategic Positioning

- Create a video podcast template with high-impact stories featuring faculty/staff/students/alumni that is disseminated on all ATU digital platforms to reinforce institutional identity
- Develop a personalized outreach campaign targeting undergraduate transfer and undergraduate stop-out students, focusing on degree completion and flexible options



# Institutional Branding, Marketing and Strategic Positioning

- To increase attendance at Time Out for Tech (Russellville campus) and Tech It Out (Ozark campus), geofence competitor preview days leading up to each event





# Employee Support, Morale and Retention

- Identify three ways to increase employee benefits
- Investigate the feasibility of longevity pay for employees
- Develop a definition of healthy university community and culture based off communication and surveys with employees
- All President's Communication Committee meetings are recorded and posted on OneTech within 48 hours



# Employee Support, Morale and Retention

- ATU Campus Council develops and shares a definition of shared governance
- All ATU Campus Council meetings are recorded and posted to OneTech within 48 hours
- Create a mandatory supervisory training program with 80 percent of supervisors completing
- Develop annual professional development day for staff with options for in-person, live streaming and recorded



# Campus Infrastructure and Financial Resources

- Identify and assess opportunities for new revenue generation and increased operational efficiency
- Assess current recruitment, marketing and retention strategies with the vice president for enrollment management and develop a comprehensive plan for academic departments to utilize alternative media platforms



# Campus Infrastructure and Financial Resources

- Identify and assess opportunities to reduce financial barriers for students, including evaluating a student meal swipe donation program, DCB use and food option satisfaction
- Continue implementing deferred maintenance and campus improvement projects to reduce the university's deferred maintenance backlog by 5 percent



# Campus Life, Community Connections and Student Support

- Implement student survey to be completed after advising for spring 2026 and fall 2026 to determine satisfaction with various advising methods
- Assess ATU student time to graduation rates compared to those of state institutions and identify ways to improve



# Campus Life, Community Connections and Student Support

- Determine the number of students participating in each of our RSOs and how to increase the engagement of students in these organizations
- Develop a reporting database that allows related areas to submit campus event participation and attendance figures each semester



# Campus Life, Community Connections and Student Support

- Determine student usage of wellness services
- Develop a process for faculty and staff to document/record service and volunteerism via OneTech (mimic fitness tracking method) and provide incentives for activity
- Develop and market campus space for events, programs and services for use for and by the community



# Campus Life, Community Connections and Student Support

- Review past completed economic impact studies to determine common variables and valued areas in an effort to identify ways to more positively affect the community
- Review existing education and training related programs that are offered for student, faculty and staff safety

