

Engagement Activities for MMC Acquisition

Audience	Activities	Timeline
University of Tennessee		
<ul style="list-style-type: none"> • Faculty 	<ul style="list-style-type: none"> • Meeting with University Faculty Council • Meeting with UTK Faculty Senate Leadership • Virtual town hall with UTM faculty and staff • Email dissemination of updates • Social media • Media stories 	Oct. 22, Nov. 18, Jan. 20, and Feb 25 Dec. 16, Feb. 5, and Apr. 22 Nov. 18 Ongoing Ongoing Ongoing
<ul style="list-style-type: none"> • Staff 	<ul style="list-style-type: none"> • Meeting with Employee Relations Advisory Board • Virtual town halls • Email dissemination of updates • Social media • Media stories 	Nov. 30 Every other month Ongoing Ongoing Ongoing
<ul style="list-style-type: none"> • Students 	<ul style="list-style-type: none"> • Meeting with systemwide SGA representatives • Social media • Media stories 	Oct. 12 Ongoing Ongoing
<ul style="list-style-type: none"> • Alumni/donors 	<ul style="list-style-type: none"> • Email dissemination of updates • Social media • Media stories • Updates in <i>Our Tennessee</i> Magazine • Meeting with UTAA Board of Governors • Meeting with President’s Council 	Ongoing Ongoing Ongoing January 2021 Oct. 23 Oct. 2, Dec. 4
<ul style="list-style-type: none"> • Legislators 	<ul style="list-style-type: none"> • One-on-one visits • Email dissemination of updates • Social media • Media stories 	Ongoing Ongoing Ongoing Ongoing
<ul style="list-style-type: none"> • General Public 	<ul style="list-style-type: none"> • Social media • Media stories 	Ongoing Ongoing

Audience	Activities	Timeline
<i>Martin Methodist College</i>		
<ul style="list-style-type: none"> • Faculty 	<ul style="list-style-type: none"> • Town hall meeting with President Boyd • Media stories • Email dissemination of updates • Social media • Participation in focus groups 	Sept. 24 Ongoing Ongoing Ongoing Dec. 14-15
<ul style="list-style-type: none"> • Staff 	<ul style="list-style-type: none"> • Town hall meeting with President Boyd • Media stories • Email dissemination of updates • Social media • Participation in focus groups 	Sept. 24 Ongoing Ongoing Ongoing Dec. 14-15
<ul style="list-style-type: none"> • Students 	<ul style="list-style-type: none"> • Town hall meeting with President Boyd • Media stories • Email dissemination of updates • Social media • Participation in focus groups 	Sept. 24 Ongoing Ongoing Ongoing Dec. 14-15
<ul style="list-style-type: none"> • Alumni/donors 	<ul style="list-style-type: none"> • Town hall meeting with President Boyd • Media stories • Email dissemination of updates • Social media • Participation in focus groups 	Sept. 24 Ongoing Ongoing Ongoing Dec. 14-15
<ul style="list-style-type: none"> • Southern Middle Tennessee Residents 	<ul style="list-style-type: none"> • Town hall meeting with President Boyd • Media stories • Social media • Rotary Club meeting • Participation in focus groups 	Sept. 24 Ongoing Ongoing Dec. 11 Dec. 14-15