
Goal 1: Enhancing Education Excellence*

Initiative 1. Raise the UT System's academic quality, stature and impact through educational excellence and student achievement across diverse populations.

Initiative 2. Drive educational excellence and student performance and ensure a "best in class" student population.

Initiative 2:2 Provide easy access to this data and information to internal constituents and communicate strategically to external audiences.

--Information to be developed

Initiative 4. Develop and coordinate collaborative and innovative academic programs that build on the unique capabilities of the System's campuses and institutes and drive key outcomes and standards.

Initiative 4: 1 Facilitate partnerships to improve secondary student quality and UT graduation rates

Conferences for Counselors:

UT System Office of Academic Affairs and Student Success hosts this statewide series of meetings to provide Tennessee high school guidance counselors needed information for effectively advising college-bound students interested in applying to UT Chattanooga, Knoxville or Martin campuses. UT System Office of Communications and Marketing coordinates and executes communication strategy for the conferences— event invitations, email reminders, website and registration management, media, and added this year, a post-event satisfaction survey for participants. The 2013 conferences conclude today. Record registration and attendance has occurred – more than 500 of Tennessee's 700 high school guidance counselors have participated.

Initiative 4:2 Analyze, assess and increase online and distance education activities to provide comprehensive degree programs, reduce duplication and foster program development, expand delivery structures and ease of access.

Communication Support for Coursera Rollout:

UT System Office of Communications and Marketing coordinates and executes communication strategy for the conferences series – event invitations, email reminders, website and registration management, media, and added this year a post-event survey for participants. A large, collaborative effort involving the UT System, TBR, THEC and Coursera officials resulted in the May/June announcement of a first-of-its-kind pilot program in Tennessee involving online education using the Coursera platform. Media coverage was extensive in multiple national outlets – The Chronicle of Higher Education,

Inside Higher Ed, New York Times – and statewide. Internal communication via targeted email on behalf of President DiPietro, and between the Office of Academic Affairs and Student Success and campus chief academic officers enhanced internal awareness and recruited faculty to volunteer to participate in offering courses for the pilot program. Faculty interest far exceeded expectations, and UT Chattanooga Communications is working to develop further media coverage of a participating faculty member and the course offered.

**Ellie Amador staffs meetings of implementation champions, monitors for communication opportunities, offers counsel and suggestions for maximizing those opportunities.*

Goal 2: Expanding Research Capacities*

Initiative 1: Design and implement a strategic business plan for expanding research to harness the power of the UT System’s substantial research enterprise and increase its visibility and impact.

Initiative 2: Promote the application and commercialization of research and development to improve the economy and develop and expand business and industry in the state.

Initiative 2: 1 Revitalize the UT Research Foundation

Initial Communication Support: Includes design of new logo, consultation on development of a Twitter account, press releases and successful Tennessee media placement of items on technology transfer/economic impact, Wheeley Awards for Innovation, impact of research/technology breakthroughs on quality of life.

Initiative 3: 2 Develop a faculty and staff awareness plan that aligns and leverages UT’s communication messaging strategies on economic impact

Initial discussions to begin at November communicators meeting?

Initiative 3: 3 Develop a communications and marketing framework for the UT research story and assist campuses and institutes with data and information showcasing these accomplishments.

Initial discussions to begin at November communicators meeting?

**Elizabeth Davis staffs meetings of implementation champions, monitors for communication opportunities, offers counsel and suggestions for maximizing those opportunities.*

Goal 3: Fostering Outreach and Engagement*

**Ellie Amador staffs meetings of implementation champions, monitors for communication opportunities, offers counsel and suggestions for maximizing those opportunities.*

Currently: Awaiting further input on potential need for design/branding/communication program for an outreach and engagement database.

Goal 4: Ensuring Effectiveness & Efficiency*

Initiative 3: Implement Employer of Choice standards across the UT system

Initiative 3: 2 Implement Compensation Advisory Board recommendations across the UT System

Initiative 3: 4 Expand the Leadership Institute to “move best practices to innovation” and foster succession planning for the next gen of admin and academic leaders.

System Office of Communications and Marketing has facilitated presentation video production for meeting presentations, and provided website updates and enhancements over past 12 months. A recommended UTLI alumni e-newsletter is in the development stage, and a template has been designed for it.

Initiative 4: Create a “culture of communication” throughout the UT System through an improved internal communication program – both between the System and the campuses and institutes with each other – that regularly informs the UT community about System goals, processes and services through multiple channels.

Initiative 4: 1 Coordinate and resource expanded internal communications about processes and systems, such as budgeting, purchasing, contracts, HR., etc.

Under way and ongoing at smaller scale -- primarily broadcast messages from President, and about HR/payroll/benefit issues – but monitoring and consulting for development of coordinated and expanded program of internal communication.

Initiative 4: 2 Convene staff in similar functions across the System to identify issues and improve processes

Day-long system-wide communicators meeting scheduled for November.

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Goal 5: Advocacy

Initiative 1: Enhance the president's role as "voice" for the value of public higher education and access to a public education in Tennessee

Initiative 1: 1 Support the President's visibility and leadership in this critical role on behalf of the UT System and the people and communities of the state

September issue, Alumnus magazine: 'The Future of Higher Education,' featuring President DiPietro and his outlook, part of a multi-story package including interviews/pieces by Gov. Haslam, Sen. Lamar Alexander, campus chancellors, and others.

The Office of Communications and Marketing, in collaboration with the President's Office staff, championed the re-establishment of presidential scheduling meetings in an effort to better maximize the President's presence at local, state and national events and to assist in the development of more strategic remarks and talking points that advance the System's strategic plan and bring greater awareness to its priorities.

Initiative 1: 2 Leverage the UT System's position in every county of the state to ensure that people in local communities understand the multiple contributions of the UT System to their regions and daily lives.

Ongoing communication/web development support for Office of Govt. Relations & Advocacy

The Development of the President's Annual Report to the General Assembly continues to not only provide mandated financial and enrollment components, but has been

expanded, through the creative direction of the Office of Communications and Marketing, to demonstrate the System's broad impact and multiple contributions across the State. This report is available in both print and electronic format for broad public exposure.

Initiative 2: Implement a collaborative System marketing/communications plan...

Initial discussions to begin at November communicators meeting?

Initiative 3: Provide a System platform that will enable and support campus and institute efforts to promote the visibility of faculty and faculty expertise within UT System

Initial discussions to begin at November communicators meeting?

Initiative 4: Develop and implement a communication plan in conjunction with campus leadership to enhance the promotion of outreach and engagement activities at campuses and institutes

Initial discussions to begin at November communicators meeting?

Looking Ahead:

- The November 2013 UT Statewide Communicators meeting will provide an initial opportunity to discuss several initiatives that are important to the continued implementation of Goal 5, including:
 - How we can begin to expand our marketing and communications efforts in support and promotion of UT's research enterprise;
 - The development of new and creative opportunities for promoting UT faculty experts without duplicating or interfering with campus marketing and communications efforts; and
 - The development of a system-wide communications and marketing plan.
- The System Office of Communications and Marketing will begin the process of exploring additional methods for monitoring and tracking our media placements and other efforts by our division that have supported the achievement of strategic goals. We will also reevaluate which metrics may be best suited for determining our overall success and effectiveness as a unit.

- We will begin to evaluate and determine effective ways to enhance our most visible marketing and communications channels, which will include the Tennessee.edu Website, the *Alumnus* and our existing social media.
- We will review our organizational structure and operations to ensure that we are maximizing our human, fiscal and creative resources and operating effectively and efficiently.