

prepare for takeoff UT Martin Five-Year Strategic Plan

The University of Tennessee at Martin educates and engages responsible citizens to lead and serve in a diverse world.

	GOAL I	GOAL II	GOAL III	GOAL IV	GOAL V
	Prepare graduates to be responsible, informed and engaged citizens in their workplaces and the larger community.	Recruit, retain and graduate students prepared for careers, professions and life.	Ensure a campus that is open, accessible and welcoming to all.	Promote strategic, sustainable and responsible stewardship of human, financial and capital resources in support of university goals and objectives.	Improve the vitality and prosperity of West Tennessee and beyond and increase the visibility of UT Martin through services and advocacy.
1	Be a leader in public education for excellent academic programs.	Implement a comprehensive and aggressive Strategic Enrollment Management (SEM) plan in all areas of the university.	Elevate support and visibility of the office of multicultural affairs.	Enhance and diversify revenue streams through internal cost efficiencies, philanthropy and partnerships.	Create awareness of being the cultural hub for Northwest Tennessee and the region.
2	Implement high-impact educational experiences in and out of the classroom.	Amplify the collegiate experience through co-curricular programs and activities that increase student engagement in campus life.	Demonstrate commitment to the richness of UTM's diversity and inclusiveness through more spaces for students, faculty and staff to gather around their interests while respecting the free speech rights of students and faculty.	Implement more competitive salary and compensation plans to attract and retain a qualified and diverse workforce.	Promote civic engagement through service learning, internships, undergraduate research and travel study.
3	Prioritize our students' development of essential life skills.	Educate responsible citizens for careers, professions, service and personal well-being.	Establish a plan for recruiting diverse faculty and staff on an inclusive campus.	Prioritize critical facilities growth and improvements that advance our strategic goals.	Designate an office to serve as a clearinghouse, and coordinate outreach and community activities directed at research, outreach and economic development.
4					Implement a comprehensive strategic communications and marketing plan in support of our focused direction and increased contributions to our communities, region and state.