

SOAR Results

CCI Faculty and Staff	CCI Board of Visitors
<p><u>Strengths</u></p> <ul style="list-style-type: none"> • Interdisciplinary focus • Engaged alumni • Work that improves communities, organizations, etc. • Excellent teaching • Global programs 	<p><u>Strengths</u></p> <ul style="list-style-type: none"> • Breadth and depth of faculty • Combination/diversity of communication and information disciplines • The Volunteer Spirit • Adam Brown Social Media Command Center • Remote learning opportunities (e.g., NYC, DC) • Nationally-recognized for research activity • Students have access to “real” media experience (e.g., WUTK, The Volunteer Channel, etc.) • Entire campus is exposed to CCI through the general education public speaking class • Campus and system leadership consistency
<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Better tell our story (“under the radar”) • Additional staff to support the College • Collaboration within and outside College • Growth in graduate education • Build on experiential learning opportunities, career development • Certificate programs • Improve facilities • Greater global footprint • More support for research 	<p><u>Opportunities</u></p> <ul style="list-style-type: none"> • Information and data are today’s greatest economic security and national security resource • Work with other UT colleges • Begin professional development of students on day one • Raise CCI’s profile on campus • Leverage large campus for improved infrastructure (TV studio, radio station) • Develop courses/programs in sports communication/journalism • Bring diversity into the curriculum; it should not be seen as a “separate club” • Upgrade facilities, technology, and equipment • Develop a program to recruit students from Tennessee • Redefine the purpose and use of the Scripps Lab
<p><u>Aspirations</u></p> <ul style="list-style-type: none"> • Live out the land-grant mission in everything we do • Grow international/national reputation (“UTK, that’s the place that does a lot of work on XYZ.”) • College-wide cohesion 	<p><u>Aspirations</u></p> <ul style="list-style-type: none"> • Leverage the university’s land-grant mission • Elevate CCI across all 95 Tennessee counties • Invest in and improve student-run media organizations (e.g., WUTK-FM) • Endow a visiting professor annually • Develop young alumni giving • Best-in-class digital/analytics programs • Top-rated diversity curriculum • Be recognized as one of the top three colleges at UT
<p><u>Results</u></p> <ul style="list-style-type: none"> • Higher enrollment • Connections with industry • More diverse faculty, staff, and students • Increase in scholarly productivity • Increase in grant proposals/expenditures 	<p><u>Results</u></p> <ul style="list-style-type: none"> • More students, faculty, and staff • Increase in grant dollars • More donors and more donations • Higher graduation rates • More research funding • Growth in undergraduate <u>and</u> graduate enrollment