## SOAR Results

### CCI Faculty and Staff

**Strengths**
- Interdisciplinary focus
- Engaged alumni
- Work that improves communities, organizations, etc.
- Excellent teaching
- Global programs

**Opportunities**
- 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

**Aspirations**
- 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

**Results**
- Higher enrollment
- Connections with industry
- More diverse faculty, staff, and students
- Increase in scholarly productivity
- Increase in grant proposals/expenditures

### CCI Board of Visitors

**Strengths**
- 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

**Opportunities**
- 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

**Aspirations**
- 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

**Results**
- More students, faculty, and staff
- Increase in grant dollars
- More donors and more donations
- Higher graduation rates
- More research funding
- Growth in undergraduate and graduate enrollment