



Strategic Planning Committee

TENNESSEE TECH

Colleagues:

Thank you for serving on the strategic planning committee. Your work will hone our shared vision for Tennessee Tech's life changing impact on those we serve and focus our efforts where we can make a difference.

Universities are experiencing tremendous change not unlike many other industries. History tells us that those who embrace technological, societal and industry shifts thrive. Those that refuse, or are simply reluctant or slow to change, suffer from declining impact and often irrelevance, such as that epitomized by Kodak or Blockbuster Video. Tennessee Tech has clearly chosen to embrace the shift, but as a virtue of our mission we are also helping others ride the wave and thrive in a rapidly changing world.

Technology sits at the core of the changes as daily advances in robotics, analytics, computing, design and the interface between technology and humanity change our lives. These advances allow some to thrive while disadvantaging others. We as a University are obligated to assist all those impacted and our colleagues from so many disciplines work together daily to impact lives across our region, state, nation and world.

Tennessee is a leading state in the manner it has embraced the higher education changes through the Drive to 55, Complete College of Tennessee Act, FOCUS Act and Tennessee Reconnect. Our statewide mission and technological emphasis obligate us and endow us with a charge to be Tennessee Tech for each person we touch. Technology is the currency of the 21st Century and we own the bank! Your goal as a strategic planning committee is to define how we can optimize the dividends we pay to those we serve through a strategic plan that helps us realize our potential to thrive in these times of rapid technological change. This necessarily requires us to be deliberate and strategic in selecting a few priorities for us to focus intensely upon for substantial impact.

The strategic plan you develop should include an overarching framework that distinguishes Tennessee Tech. It must guide our priorities and the allocation of our resources while also providing agility, as we will need to adjust course in response to further changes. The plan should define what is unique about Tennessee Tech and indicate

how those unique strengths can be used to emphasize our special place in a state and nation with many higher education options.

We are not like the other universities in the state. We are not going to be like other so called aspirational peers. Rather, we are Tennessee Tech! Your charge is to further define how we embrace being Tennessee Tech to enhance the impact we have on our constituents each and every day through focused deployment of our excellence in our current activities as well as those new and transformative areas we should further develop because we can, because they positively impact humans and because we are a technological university.

In addition to the framework and shared vision, I would also like the plan to specifically include:

- Our strategy for continuing education, online/distance learning and adult education
- Our approach for developing new programs to prepare those we serve for success in a rapidly evolving technologically oriented world
- Several specific near term priorities that we can advance in the coming year or two that will deploy our strengths for new and greater impact.

I encourage you to use the bold, fearless and confident students we serve as inspiration for your efforts. Their energy and enthusiasm drive me daily to relentlessly pursue excellence in everything we do at Tennessee Tech on behalf of all those we benefit.

Thank you for your service, and I look forward to the outcomes of your work.

Dr. Phil Oldham, President