



## Strategic Planning Process Focus Group Guide – Faculty

Name:

Campus Affiliation

### Objectives

- There are three objectives we hope to accomplish in today's discussion. We want your perspectives on:
  1. the university's primary areas of strength;
  2. the university's primary areas of existing and potential differentiation;
  3. your specific ideas as we form a bold vision for the university's future.
  
- What does Tennessee Tech do really well—better than other institutions?
  - Specifically, for students? Administrators/Staff? Faculty?
  - What was successfully achieved from the previous strategic plan?
  - How is the university culture flexible to change?
  
- What are the primary factor that brought/keep you at Tennessee Tech?
  
- Considering strengths and opportunities, what is your impression of Tennessee Tech in relation to other institutions?
  - Has the academic experience from a teaching and research perspective met your expectations? If not, why?
  - How has Tennessee Tech provided you with ample opportunities to succeed and to forward your career aspirations? Discuss important areas in which Tech can improve and differentiate itself.



- Do you believe Tech students and graduates are well positioned for success?
  
- During your time at Tech, have you seen a change in the identity and reputation of the university? Explain.
  
- What do you see as the university's greatest opportunities (1-2) to become more distinctive, relevant and competitive?
  
  
- Stepping back from Tech for a moment and thinking about higher education broadly, how do you think higher education will (or should) change in the next 5 years?
  - In what ways will the "typical" college student be different? In what ways will delivery systems differ?
  
- How will Tech need to evolve in order to account for this new higher education environment?
  - Is the university culture flexible to change? How do you see our hiring needs changing in terms of the skill sets and attributes of our faculty, staff and administrators/leaders?
  
- Let's try a thought exercise. Suppose you were going to donate a substantial gift to Tennessee Tech with the intention to leave a lasting legacy. But there is a catch: the entire gift has to be directed toward a single purpose. How would you direct your gift (excluding your own department's initiatives)?

*Closing*

- Is there anything you were hoping we would discuss but did not?

- Thank you!

Send back to:  
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