Office of the Provost

TENNESSEE TECH

Dear Campus Community,

In late August, the university officially kicked off the public phase of its capital campaign while simultaneously moving forward with a revision of the university's strategic plan. The strategic plan establishes the overarching goals, pillars, themes, and priorities that will guide the university moving forward.

In early September, the deans held a second leadership meeting during which we discussed fine-tuning the details within our respective units, including our vision statements, direction, and priorities.

You may be wondering why we would undertake this exercise. To a large degree, the details and needs reside within the academic units and the library. That said, we need to be well positioned to articulate a compelling story regarding our aspirations, and goals as we move forward. It is well-known, people are more likely to give when we can tell a deep, rich, authentic and compelling story vs. simply identifying a need.

The intent of this work is for each dean to have a clear set of goals, a compelling need, and a vision for the impact create a story that can inspire donors to act and one that is driven within units where each of you have an opportunity to contribute to the overarching goals, and future of the unit.

I have witnessed over and over the power of having a well thought out plan, and telling a rich, deep story has impact. I feel strongly time spent on this activity will position us as strongly as possible during the capital campaign. When completed, each college, including the library, will have compelling stories to share that clearly communicate the goals, aspirations, strengths, and opportunities of their respective units.

As leaders of their respective units, deans play an important role in developing and communicating a collective story that is rooted within the unit and reflects its vision, goals, and aspirations.

As we think about how to best tell our stories and share our expertise, I want to highlight another opportunity available to all faculty.

Our colleagues in the Office of Communications & Marketing are assembling a subject matter expert guide that media reporters and producers can consult when seeking faculty perspectives to help contextualize major news events.

For example, media may turn to faculty from our MinDS Center for insight on developments in AI, faculty in the College of Business for perspective on the economic outlook, or political science faculty for insight on the midterm elections. We want our media partners to know that Tech faculty are experts in their fields and have valuable insights to inform their news coverage.

Interested faculty can sign up to be included in the guide here. Participation is voluntary, and faculty who have already completed the form do not need to do so again.



Wings Up!



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