



**Tennessee**  
**TECH**

School of Human Ecology



# **Tech Tomorrow Plan**

## **School of Human Ecology**

Tennessee Tech University  
2020-2025

### **Strategic Goal ONE Education for Life**

- Incorporate multiple experiential learning opportunities in all undergraduate programs.
- Create a Tech-unique general education curriculum to provide the foundation for technologically adept, analytically capable, career-ready graduates.
- Increase student diversity.
- Develop and expand experiences that emphasize diversity and build global awareness, such as international travel, study abroad, and other high impact practices.
- Develop innovative, stackable credentials, and associated pathways responsive to stakeholder needs and entrepreneurial opportunities.

### **Strategic Goal TWO Innovation in All We Do**

- Every college will develop and implement technologically infused programs.
- Increase research, scholarly activities, and intellectual and creative contributions aligned with university, college, and departmental strategic priorities.
- Implement specific strategies, structures, and resources to serve adult learners and offer online/hybrid delivery systems to increase accessibility, expand our reach, and enhance our impact and reputation.
- Recruit, hire, retain, and reward a diverse faculty/staff with a demonstrated commitment to collaboration, external engagement, and lifelong learning.

### **Strategic Goal THREE Exceptional Stewardship**

- Improve efficiency and effectiveness of operational/administrative processes and procedures.
- Increase the size and effectiveness of scholarship endowments.
- Continue to develop, implement and evaluate a dynamic long-term budget model that informs effective financial management and consistent strategic investment.

### **Strategic Goal FOUR Engagement for Impact**

- Develop new strategically driven sustainable partnerships.
- Modernize, adapt, and create academic programs, continuing education certificates, and training activities responsive to impactful engagement.
- Create and support a network of scholars to evaluate community engagement topics and opportunities.
- Increase alumni and friend engagement and impact.
- Support economic development to transform and sustain a thriving hub for innovation, creativity, and employment opportunities.

## Strategic Planning at Tennessee Tech University: Supporting Faculty, Students, and the Structures that Foster their Success

*It is time for Tennessee Tech University to stake claim to the value and vision faculty, staff, students, and alumni know from experience: Tech is Tennessee's best university for a real education for real people who seek real careers.*

### VISION

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Tennessee Tech will achieve national prominence and impact through its engaged students, dedicated faculty, and career-ready graduates known for their creativity, tenacity, and analytical approach to problem solving.

### MISSION

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Tennessee's technological university creates, advances, and applies knowledge to expand opportunity and economic competitiveness. As a STEM-infused, comprehensive institution, Tennessee Tech delivers enduring education, impactful research, and collaborative service.

### CORE PRINCIPLES

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These **six** institution principles are fundamental to Tennessee Tech's vision, mission and future success:

**Academic Excellence:** We expect and produce high academic achievement, foster collaboration, exemplify integrity, and inspire creativity and realized potential for the entire campus community.

**Community Engagement:** We collaborate with community members and organizations to advance positive societal and economic change.

**Meaningful Innovation:** We are purposefully innovative in all we do.

**Student Success:** We empower students to realize their potential, craft individualized experiences, and discover their passions.

**Supportive Environment:** We are committed to a diverse and welcoming community and provide a campus size and atmosphere that fosters personal attention and fit.

**Value Creation:** We provide a high return on investment from our state, tuition, and

## Strategic Mission and Vision of the School of Human Ecology

### Vision:

The School of Human Ecology will be recognized as a premier program in Human Ecology and as an agent for advancing quality of life and fostering leadership in individuals, families and communities.

### Mission:

The School of Human Ecology provides education, research, service, resources and leadership in order to foster creativity, tenacity and analytical problem solving in our students as well as facilitating career ready graduates to empower individuals, families and communities to achieve optimal quality of life.

## Shared Core Principles

**Academic Excellence:** The School of Human Ecology utilizes accreditation and program standards to achieve and maintain the highest levels of academic excellence within our curriculums.

**Student Success:** The School of Human Ecology focuses on high quality teaching instruction and mentorship- fostering a learning environment which empowers students to achieve their potential and discover their strengths.

**Community Engagement:** The School of Human Ecology seeks and maintains strong community partnerships in order to advance positive societal change and provide experiential learning opportunities for our students.

**Meaningful Innovation:** The School of Human Ecology creates opportunities for meaningful innovations, scholarly research, and service learning among our students, faculty and staff.

**Supportive Environment:** The School of Human Ecology provides a collaborative, collegial, engaging learning environment which welcomes diversity and inclusion.

**Value Creation:** The School of Human Ecology embraces an organizational culture which adheres to ethical and responsible behavior while creating a high return on investment for all stakeholders.

## School of Human Ecology SWOT Analysis February 2019

### Strengths

Accreditations/endorsements  
Teaching expertise in content areas  
FACS ED MS Concentration with College of Education  
High Retention Rate  
TECTA Grant  
Sports Nutrition program  
Diversity of faculty  
Collaborations with other units  
Required experiential learning in all concentrations  
1 of 3 public FACS ED undergraduate programs in TN  
Only UG Child Life program in TN  
Credentials/dedication of faculty and staff  
Student Focused  
Holistic focus with Family and Consumer Sciences content  
Friday Café  
AGHE Core/College Core classes  
Lab Space/Facilities  
International and domestic study tours  
Student Success Center/SSC Advisor

### Weaknesses

Name of School  
High teaching load – more classes than current faculty load can handle – use of adjuncts  
No accreditation in housing curriculum  
Job opportunities/intern placements  
Visibility  
Alumni relations  
Donor relations  
Development efforts  
Competitive salaries (faculty & Staff)

### **Opportunities**

**Compare faculty load to other peer universities**

**MS Degree proposals/More graduate offerings**

**College Recruiter position**

**Increasing online options**

**Redesign the Design concentrations**

**Visibility/Name/branding**

**Tartan Plaid**

**Sports Nutrition – every athlete take nutrition class**

**Collaboration with interdisciplinary studies**

**Farm to Table collaborations with Agriculture**

### **Threats**

**Not enough faculty, qualified adjuncts**

**University budget cuts/loss of lapse salary**

**Not having full time recruiter**

**Visibility**

**Competitive salaries**

**Declining donations/not having full time development officer for the college**

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Provide a description of the strategies your college will implement based on the areas identified by the SWOT analysis. Identify 2-4 areas of focus from each quadrant and provide a brief description of the actions and strategies your college will implement to enhance the reputation of your programs and increase the university's visibility. Your strategies should be limited in number and aligned to the university's core principles. Include a bulleted list of initiatives that you plan to implement.

**Academic Excellence:** The School of Human Ecology utilizes accreditation and program standards to achieve and maintain the highest levels of academic excellence within our curriculums.

This section could include strategies on:

Interdisciplinary efforts

Opportunities for creative efforts **#StrategicGoal-ONE**

Technology-enhanced curriculum

Critical thinking and problem solving

**Strategic effort: Maintain accreditations and endorsements**

1. Monitor curriculum compliance and update courses/curriculums as needed
2. Ensure adequate amount of highly qualified faculty
3. Ensure high quality experiential learning experiences in all curriculums

**Strategic effort: Increase visibility**

1. Follow through with name change for School
2. Employ full time college recruiter
3. Offer new courses in university core; promote HEC Minor

**Community Engagement:** The School of Human Ecology seeks and maintains strong community partnerships in order to advance positive societal change and provide experiential learning opportunities for our students.

This section could include strategies on:

Online/Distance learning opportunities

Sharing resources with communities #StrategicGoal-THREE

Career placement and planning

Embedded internships

**Strategic effort: Increase strategic community partnerships**

1. Seek stronger partnerships with alumni and other stakeholders
2. Increase number and diversity of experiential learning opportunities
3. Capitalize on resources within TECTA Grant and Sports Nutrition program

**Strategic effort: Offer online MS Degrees**

1. Complete pilot program for new Future Education model dietetic curriculum
2. Offer online MS Degree in Community Health and Nutrition
2. Maintain collaboration with College of Education to offer MS Concentration
3. Explore new online degree options



**Meaningful Innovation:** The School of Human Ecology creates opportunities for meaningful innovations, scholarly research, and service learning among our students, faculty and staff.

This section could include strategies on:

Interdisciplinary efforts

Community partnerships

Distance, eLearning, & EdTech opportunities **#StrategicGoal -TWO**

Campus technology utilization

**Strategic effort: Increase opportunities for innovations, scholarly research and service learning**

1. Add research component to at least one upper division course in every concentration- encourage all HEC students to participate in TTU Student Research Day
2. Offer college research core class every year
3. Foster innovative and collaborative efforts among faculty; especially interdisciplinary activities

**Strategic effort: Capitalize on lab spaces/facilities to connect students with community partners**

1. Provide content-based workshops, host camps and competitive events to foster service learning and community partnerships
2. Offer new certifications

**Student Success:** The School of Human Ecology focuses on high quality teaching instruction and mentorship- fostering a learning environment which empowers students to achieve their potential and discover their strengths.

This section could include strategies on:

Advising

International opportunities

Career planning and preparation

Technology embedded curriculum **#StrategicGoal - TWO**

Online/Distance, eLearning opportunities

Enrollment planning

**Strategic effort: Provide individualized, high quality mentorship to all HEC students**

1. Faculty and Student Success Director engage in advising best practices
2. Exceed university rate for retention and graduation
3. Utilize mentoring model with HEC 1005 class (freshmen and upper classmen)

**Strategic effort: Increase number and type of domestic and international field trips and study tours**

1. Foster frequent study tours across all concentrations
2. Increase number and type of field trips across all concentrations

**Supportive Environment:** The School of Human Ecology provides a collaborative, collegial, engaging learning environment which welcomes diversity and inclusion.

This section could include strategies on:

Service learning opportunities

Student life services

Technology-enhanced learning

Campus culture **#StrategicGoal-FOUR**

**Strategic effort: Foster a collaborative, collegial and engaging learning environment**

1. Increase number and type of interdisciplinary collaborations across campus
2. Purposefully attract and hire diverse faculty
3. Purposefully attract and retain diverse students
4. Offer Maymester, Holiday, and 8 week courses to expand School offerings

**Value Creation:** The School of Human Ecology embraces an organizational culture which adheres to ethical and responsible behavior while creating a high return on investment for all stakeholders.

This section could include strategies on:

Diversity

Leadership/Succession Planning

Predictive analytics

Software task automation **#StrategicGoal-THREE**

**Strategic effort: Increase amount and type of donations from alumni and other stakeholders**

1. Foster new alumni and stakeholder partnerships
2. Create and monitor Friends of Human Ecology development group
3. Capitalize on Tartan Plaid contract

**Strategic effort: Promote and maintain fiscal responsibility**

1. Promote equity across all faculty and staff salaries
2. Utilize fiscal resources in a responsible and ethical manner

**Strategic Effort: Provide state, regional and national leadership to professional organizations**

1. Encourage faculty and students to engage in leadership opportunities within professional organizations