

Departments or Office Dean, Associate Dean, L&C, SPED, TED

<p>Goal 4. Present a viable and positive image of the COE at EMU to the public and important constituencies.</p>

<p>Benchmark 2. Purposeful marketing, recruiting, and publicity/PR with audiences of faculty, current and potential students, community and professional partners, alumni, and the public at large.</p>
--

Objective

1. Increase EMUs profile and stature as individual and corporate thought leaders and active participants in Michigan and beyond for PK-12 education and in educator preparation.

Strategies

- a. Support EMU faculty and administrators to partner and contribute to organizations of higher education, MDE, other state, and national/international partners to improve PK-12 education and teacher preparation.
 - o Provide funds for membership and travel for those representing EMU within strategically targeted ways that advance our COE interests
 - o Create a web-based portal (google drive?) for follow-up notes about activity, event, meeting, or organization, preferably while attending or soon after to capture relevant/pertinent information
- b. Catalog which faculty and administrators are working with what agencies, or other partners.
 - o **FY20**
 - i. Identify organizations that are aligned with our strategic goals
 - ii. Develop tool for note taking to improve communication about participation and membership to COE Leadership Team
 - iii. Determine how much general funds can be allocated for this in FY20.
 - iv. Identify other funding sources to support increased participation, membership and travel
 - o **FY20-FY24**
 - i. Participate in NIC activities and implement ideas and strategies garnered through this participation.Promote
 - ii. EMU faculty and administrators securing leadership positions in local, state, and national organizations.
 - iii. Review and adjust annually the general funds can be allocated for this
 - iv. Identify annually other funding sources to support increased participation, membership and travel
 - v.

Measurable Outcomes

- a. Organizations are identified in each discipline of the college and to faculty in those disciplines distributed
- b. Plans exist for improving communication
- c. Records of how and when participation and membership was communicated to the COE Leadership Team
- d. Funding sources and funding amounts are identified and the use and amounts reported
- e. The number of faculty and administrators who hold leadership positions/representation in the college identified organizations

\$ needed

- a. **Determine increase (How much?)** in travel and professional development funds based on baseline data analysis and where those funds will come from (general funds or other sources)

Data Sources

- a. Annual faculty reports
- b. Annual departmental reports
- c. College leadership meeting and department minutes
- d. Annual COE report
- e. Communication portal

Persons responsible for Data

- a. Mike
- b. Beth
- c. Ron
- d. David W
- e. Wendy

Parked strategies and notes for later-year consideration