

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

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

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.

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