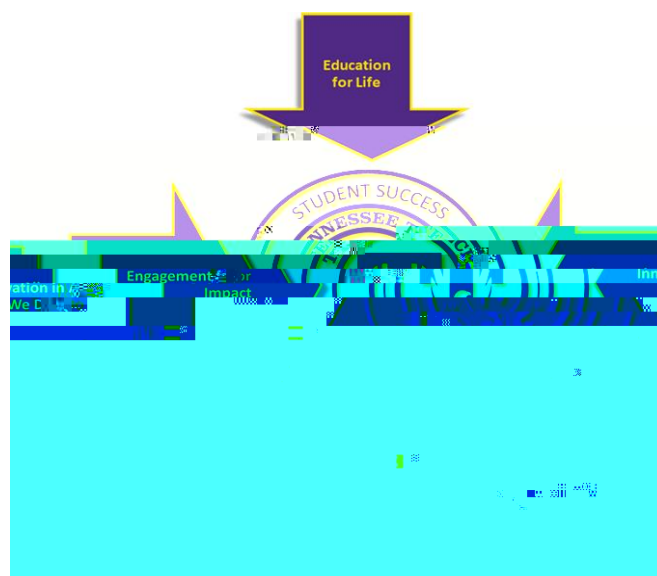


(Approved by faculty at the April 9, 2020 meeting)





1. Tactic: Leverage university and external diversity-focused resources to target recruitment and diversify the student body.
2. Tactic: Work with university and external organizations to diversify the faculty.

1. Tactic: Broaden and enhance summer research support for new hires and tenure-track faculty.
2. Tactic: Develop and implement a Faculty Fellows program with business and industry groups.
3. Tactic: Provide funding and goal-related incentives for faculty and staff attainment of professional certifications.

1. Tactic: Utilize emerging technologies and support systems (campus departments, centers, and digital publications/resources) to increase the value and quality of in-person, online, and hybrid graduate and undergraduate programs.
2. Tactic: Highlight best practices, provide training, and assure quality across all live, online, and hybrid courses and programs.
3. Tactic: Focusing on emerging technologies, survey faculty, staff, and stakeholders to inform curricular and learning goal improvements.

1. Tactic: Through the COB Social Media Working Group, amplify faculty, student, and programmatic accomplishments on social media posts and publications.
2. Tactic: Develop a list of subject-matter experts and other press kit materials for distribution to media outlets and organizations.



1. Tactic: Participate in grants, contracts, and projects demonstrating positive societal impact through iCube and other collaborations.
2. Tactic: Recognize and incentivize business and professional engagement and intellectual contributions; reward participation through annual evaluations, agreements of responsibility (AOR), executive education, and faculty qualification activities (e.g., application- oriented research, economic development and business boards, faculty internships, grants and contracts, and executive/professional education initiatives).