6. Support COB marketing efforts

Intended Outcomes / Objectives:

Implement two marketing initiatives that feature current Center technologies learned from funded projects with external stakeholders. Work on leveraging healthcare MBA .

Goal 7 - Enhance TTU

Define Goal:

7. Enhance Tennessee Tech University image

Intended Outcomes / Objectives:

Conduct at least two statewide marketing campaigns that showcase aspects of the University Flight Plan.

Goal 7: Enhance TTU

Define Goal:

7. Enhance Tennessee Tech University image

Intended Outcomes / Objectives:

Continue to work on statewide campaigns in public policy area.

Goal 8 - Strengthen Personnel

Define Goal:

8. Strengthen BusinessMedia Center personnel

Intended Outcomes / Objectives:

Encouraging 100% of full time employees to participate in career enhancing activities such as conferences, seminars and industry events.

Goal 8: Strengthen Personnel

Define Goal:

8. Strengthen TTU iCub] U.

Type of Tool: National Accrediting Agency Requirements and Standards

Frequency of Assessment: Annual

Rationale:

ÅInternship Website (1) provides comprehensive information on events and communication with students, http://www.cobstudentsuccess.com/ (2) Success is defined as having strong communication with students, and to provide multiple students can become aware of opportunities. (3) http://www.ttuinternships.com Events and communication activities are tracked and sustained in this office. The Center is responsible for collection, tabulation, disaggregation, and dissemination of all assessment results. A presentation is made to the Dean and other stakeholders that he determines should be involved. Goals, assessments, and data analysis is discussed and adjustments are made for future opportunities.

Assessment: Press Release Database System

Goal/ Outcome/ Objective: 1,2

Type of Tool: National Accrediting Agency Requirements and Standards

Frequency of Assessment: Annual

Rationale:

ÅPress Release Database System (1) provides comprehensive information on events and accomplishments of the center. (2) Success is defined as having accomplishments in various media, and building awareness of TTU. (3)The Center is responsible for collection, tabulation, dis aggregation, and dissemination of all assessment results. A presentation is made to the Dean and other stakeholders that he determines should be involved. Goals, assessments, and data analysis is discussed and adjustments are made for future opportunities.

Assessment: Web Site Posting

Attachments:

Results: Secure Funding

Goal/Objective/Outcome Number: Goal 5

Results:

Goal 5 has been achieved.

- Governorôs Highway Safety Office. Continued strong business technology and research leadership implementing a comprehensive marketing campaign for the Governorôs Highway Safety Office with a $428,000 grant funded by NHTSA (www.TnTrafficSafety.org). Highlights in 2015 include implementing a statewide high school traffic safety awards program generating participation from 136 schools responsible for driving over 376 traffic safety events in Tennessee www.ReduceTNcrashes.org, and the development of an innovative Teen Driver Alert Zone app summarizing 6 years of traffic crash data into heat maps marking
  the 5 most dangerous intersections in selected Tennessee cities. With $142,068 in support from the Governorôs Highway Safety Office, Ollie Otterôs Sôh ay

Results:

Goal 1 has been achieved.

- Strengthened the COB BusinessMedia Center Internship Program by creating new student marketing and sponsoring 33 student interns exceeding $10,000. www.ttuinterns.com (Multidisciplinary)

Attachments: Attached Files