

2019-2020: Business Media Center

Definition of Unit

Progress:

Ongoing

Providing Department:

Business Media Center

Department/Unit Contact:

Kevin Liska

Mission/Vision Statement:

The mission of TTU iCube is to advance collaborative solutions for business, community and economic development.

The vision of TTU iCube is to be a place where students and faculty IMAGINE, INSPIRE, & INNOVATE.

iCube Mission and Vision

Progress:

Ongoing

Providing Department:

Business Media Center

Department/Unit Contact:

TTU iCube/ Kevin Liska

Mission/Vision Statement:

The BusinessMedia Center has been changed to: TTU iCube

The mission of TTU iCube is to advance collaborative solutions for business, community and economic development.

The vision of TTU iCube is to be a place where students and faculty IMAGINE, INSPIRE, & INNOVATE.

Goal 1: Enhance Student Learning

Define Goal:

1. Enhance student learning

Intended Outcomes / Objectives:

Offer 10 student internships using \$25,000 in resources from external sources in traffic safety, health visualization and marketing. Provide 5 ongoing educational workshops for student interns in emerging technology areas.

Goal 4: Ongoing Research

Define Goal:

4. Meet and exceed expectations of ongoing research projects.

Intended Outcomes / Objectives:

Continue the development of strong relationships that open doors for students and result in significant university spin-off benefits.

Goal 5 - Secure Funding

Define Goal:

5. Culti

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:

Continue to work on statewide campaigns in public policy area.

Goal 8: Strengthen Persnl]TJ /TT0 1 Tf 0 Tc 0 Tw 11.04 -0 0 11.04 236076 T35.24

Goals 1-8

Type of Tool:

National Accrediting Agency Requirements and Standards

Frequency of Assessment: 5e6o1<6.16 Tm 8 (m)-1 (e).9 (t.28 6204 S)-4 (t)T9

Annual

Rationale:

Accomplishment Report (1) provide reports on center activity, which allows for the office to track (2) targets for the \$10,000 internships, (3) 200 press releases, (4) three funded research grant projects, (6) five marketing initiatives, (7) TTU Image, (8) personnel career enhancement activities. 10/P 4MCID 1 BDC -4.261 --1.283

Frequency of Assessment:

Annual

Rationale:

• Press 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, dissemination, 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**Goal/ Outcome/ Objective:**

1, 2, 3, 4

Type of Tool:

National Accrediting Agency Requirements and Standards

Frequency of Assessment:

Annual

Rationale:

• Web Site Posting (1) provide reports on student activity, which allow for the office to track (2) targets for the \$10,000 internships, (3) student internship opportunities, (4) and 2 statewide marketing campaigns. <http://tntrafficsafety.org/> <http://www.rodpc.org/> <http://www.reducetncrashes.org/> <http://www.ttuleaders.com> <http://www.ttuhive.org> <http://www.ready2teach.org> <http://www.ttubusiness.com>

Internship Website**Goal/ Outcome/ Objective:**

Goal 1: Enhance student learning

Type of Tool:

Annual Unit Report

Frequency of Assessment:

ongoing

Results: Communicate

Results:

Goal 2 has been achieved

Focused COB interns by developing and funding a internship website www.ttuinterns.com which was

interest for young minds to join the nationwide initiative of reaching 55 miles per gallon by 2025. (Multidisciplinary)

- Developed an Oculus Rift project for the Traffic Safety Industry. The simulation demonstrates the amount of time it takes for a truck to stop after slamming on its breaks when compared to the average car, and another to display the proper way to pass one of these trucks safely by staying out of the “no zones.”

(Multidisciplinary)

- Implemented marketing for several innovative companies: Thermofield-harnessing the power of heat to fight cancer including developing a web site placing second in a regional venture capital competition; and ARRCO-- innovative air remanufacturing company. (Tech in Teaching)

Results: Goal 8- Personnel

Results:

Goal 8 has been achieved.

All full time employees participated in career enhancing activities either offered by Governor’s Highway Safety Office, TBR, or TTU during this year.

Results: Ongoing Research

Results:

Goal 4 has been achieved.

Achieved goal by exceeding expectations of all ongoing research projects.

Results: Secure Funding

Results:

Goal 5 has been achieved.

Governor’s Highway Safety Office. Continued strong business technology and research leadership implementing a comprehensive marketing campaign for the Governor’s 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 Governor's Highway Safety Office, Ollie Otter's Seatbelt and Booster Seat Safety Program has now impacted over 700,000 children from 31,286 classrooms in schools representing all 95 counties. The innovative infrastructure of the website at www.seatbeltvolunteer.org allowed the project logistics to run smoothly and effectively, and the program has been adopted in 7 other states. The GHSO project showcases Tennessee Tech to the state and national Traffic safety industry leaders including National Highway Traffic Safety Administration, The Governors Highway Safety Association, Tennessee Highway Patrol and Department of Safety.

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Several hundred press releases are shown on www.ollieotter.com and through the search for Virtual Reality Conservation or Tennessee Tech Virtual Reality.

Results: Student Learning

Results:

Goal 1 has been achieved.

Strengthened the COB BusinessMedia C

contestants. For more information, visit: www.ttueagleworks.com/incubator-tour (Technology in Teaching)