

Institutional Effectiveness and Advancement

Status Report: February 6, 2018

Advancement and Community Relations

- Had a meeting to discuss outstanding loan payments from Foundation student loan account. Researching ways to recover the payments and/or write-offs.
- Continuing work with Rachel Obermeier on the Kisber Scholarship. The family is working to tweak the scholarship. Rachel has contacted The Foundation (WTH) about having approx. \$20,000 deposited into our Kisber Scholarship.
- Learning/researching appropriate accounting terms, policies, and practices, i.e., aging policy, pledges shown as income before funds acquired, etc.
- Preparing written information for each account manager regarding funds on hand, investments, etc.
- Collecting data from each account manager on the following:
 - How are students made aware of the scholarship?
 - How does the department know a student wants/needs the scholarship?
 - Is an application used and who is it turned in to?
 - Who decides which student(s) gets the scholarship?
 - Any other info you can share to help us understand the procedure?
- Have been working with David Clarke to write a Dual Enrollment Scholarship.

Public Relations and Marketing

- Basic guidelines for the new visual identity are complete. We are now in the process of fine-tuning details and developing templates and additional visual/design elements.
- Have reached out to TBR legal counsel in regards to trademarking the new institutional and athletic brands for the college.
- Have secured a third-party designer to continue the development of admissions and recruitment projects for Student Services. Currently working on a view book for military students.
- Working with UTM marketing department on potential collaborative efforts between the two institutions. This includes signage and ways that we might be able to leverage each other's brands.
- Have begun radio ads which promote Tennessee Reconnect. Will produce a TV spot this month which will begin to run in March.
- Have contacted administrative support personnel for assistance in identifying instances where the JSCC logo is currently implemented. This will aid in the launch/roll-out of the new identity this summer.
- Will be finalizing plans in the next couple of weeks to wrap-up the 50th anniversary year with an event or ceremony to seal a time capsule.

Webmaster

- Updated all athletic rosters and schedules
- Performed many new semester updates and changes
- Published the February Statesman

Institutional Research and Accountability

- Working on the Winter IPEDS survey submissions. Working with TBR to clean up discrepancies in data.
- IR Analyst interviews have been conducted. Committee comments have been submitted to the VPIE&A.
- Working on multiple data requests from academic deans.
- Sara is serving as the institutional IR rep (for TBR) on the TN Comprehensive Student Record Project.
- Preparing for the quarterly IR meeting at TBR on March 2.