Qualities that resonate from our stories:

- Transformation
- Close Faculty & students
- Individuals matter
- Commitment to the success of students
- Community
- Caring Spirit
- Personal relationships
- Opportunity
- Dedication
- Investment
- Being Creative
- Entrepreneur
- Can do attitude
- Diversity in many forms
- Rally for a cause
- High Expectations
- Provide distinctive experiences

Create a Talent Bank

**Content experts:**

1. Marilyn Duran-Community Health (Jennifer Edwards)
2. Mary Winton (Nursing Department)-Community Health (R. Winton)
3. Denise Martinez (Jennifer Edwards)
4. Diane Taylor-Accreditation/SACS
5. Marilyn Robitaille-International
6. Betsy Ball-International
7. Fine Arts Faculty-Marketing
8. Denise Martinez-REAL/QEP
9. Mark Littleton & Pam Winn-Recruiting Strategies (Don Beach)
10. Jennifer Edwards-Social Media
11. Laurie Gaiser-Recruiting
12. Donna Savage & Dr. Garza-Planning & Organizing
13. Alex Holloway-Fort Worth- Media Relations
14. Kim Rynearson-Outreach
15. Band Faculty-Recruiting
16. Tod Farmer-Certification program trends (Don Beach)
17. Noel Levitz-Recruiting and retention

**Research:**

1. Mike Haynes-Higher Education Resources, Institutional Effectiveness
2. Elizabeth Wallace-Spiritual connection to student success
3. Sodexo-Family, demographics, habits, trends (Rusty Jergins)
4. Leslie Stanley-Stevens
5. Gay Wakefield-Program Assessment
6. Lamar Johanson-Community/Tarleton history
7. Jim Gentry-Education
8. Wayne Atchley-Assessment
9. Roger Wittie-General Research
10. Bert Little-General Research
11. Jason Sharp-General Research
12. Nate Heller-General Research
13. Linda Jones
14. Noel Levitz

Community People:
1. Edward Dittfurth-Community Pastors Alliance
2. Perry Elliot
3. Bob Glasgow
4. Mayors/City Administrators
5. Chamber of Commerce President
6. Mike Kelly-FMC HR (contact Alana Hefner)
7. Tommie Connelly-Saint Gobain HR (contact Alana Hefner)
8. Mike Moncrief
9. College of Business Executive Advisory Board (contact Adolfo Benavides)
10. Scott Evans-City Council (contact Shelly Brown)
11. Sherrie Evans-SISD School Board (contact Shelly Brown)
12. Ranger Community College-(contact Shelly Brown)
13. David Kincannon (Business owner/alum) (Alana Hefner)
14. Chip Davis-Kyle
15. Darrell Brown-Public Relations (Town and Country Bank)-R. Winton

Facilitators:
1. Janice Horak (Sabra Guerra)
2. Stephen Wilson (Becky Gray)
3. July Danly-Chamber Director (Darla Doty)
4. Don Beach-Area Public Schools
5. Laurie Gaiser
6. Rick Richardson (Sabra Guerra)
7. Melissa Becker
8. Melanie Richardson (Rick Richardson)
9. Joe Bob Huddleston or David Tomlinson-Texan Club Athletics
10. Deans of various colleges
11. Kim Rynearson-off campus locations
12. Ann Callahan (Don Beach)
13. Jill Burk

Visionaries:
1. President Dottavio (Janice Horak)
2. Rick Richardson (Sabra Guerra)
3. Karen Murray (Sabra Guerra & Marilyn Robitaille)
4. Leo Sayavedra-retired TAMUS (Janice Horak)
5. James Hallmark-TAMUS-Academic Affairs (Diane Taylor)
6. Adolfo Benavides-COBA
7. Anthony Linder-student
8. Tod Farmer (Don Beach)
9. Kayla Patterson-Student Life (Gary Stout)
10. Other System Presidents
11. Jill Burk (Don Beach)

Editors:
1. Writing Lab Instructors
2. Media Relations
3. English & Journalism Faculty
4. Cynthia Carter (Becky Gray)
5. Benni Konvicka
6. Kim Rynearson
7. Bill Larmer
8. Leslie Stanley-Stevens

Technology Experts:
1. Stephen Wilson-TSU Help Desk
2. James Wiley (Becky Gray)
3. Cory Shaw (Becky Gray)
4. Daphne Hunt (Becky Gray)
5. Karole Schroeder (Becky Gray)
6. Ernie Martinez (Becky Gray)
7. Ray Savage (Becky Gray)
8. Doug Hanna
9. Credence Baker
10. Morgan Carter
11. Jim Gentry-Technology in classrooms
12. Melinda Becker-Technology in classrooms
13. Tara Whitson-Online Instruction

Writers:
1. Media Relations
2. English & Journalism faculty
3. Writing Center-Benni Konvicka
4. Don Beach-Books, articles-Higher Education
5. My JTAC students
6. Karen Murray

Engage Our Stakeholders

Parents:
1. New Student Orientation Sessions (April, June & July)
2. Texan Tour Information Sessions (April)
3. Family Weekend Events (September)
4. Tarleton Parents’ Association Meetings (Annual)
5. Parent Listserve
6. Middle Schools and High Schools

Community:
1. Knights of Columbus-1st Monday each month
2. Ask the Chamber to host an event
3. Chamber luncheons
4. Chamber Events
5. Optimist Club
6. Kiwanis
7. Rotary
8. Texan Club
9. City Council
10. Chamber Monthly Board Meetings-last Thursday of the month
11. Ministerial Alliance
12. Churches
13. Health Advisory Boards
14. United Way and other charities
15. Department Advisory Boards
    Expand Community to SW Metroplex, Waco, Midlothian, etc.

High School Counselors:
1. Professional Association Meetings
2. Hold a workshop
3. Conference call
4. School Relations College Days
5. High School Counselor Day on campus
6. TSU Ambassadors
7. Teacher Prep/Counselor Grads
8. Alumni who are now teachers

Alumni:
1. Special Events
2. Scholarship/Donor events
3. Homecoming (when?)
   TAA
4. Social Media
5. Organizational Alumni Meetings
6. Athletic Events
7. RATs-Retired TSU employees
8. TSU job fairs
9. Tarleton magazine (online)
10. Advisory Board Meetings

Faculty:
1. Presidents August Meeting
2. Faculty Senate
3. Departmental meetings
4. Faculty fellows roundtables
5. Graduate Council
6. College Colloquium
7. Various committees (curriculum, etc)
8. 1st year faculty cohort
9. Research Institutes

Staff:
1. Staff Council
2. Divisional/Department Meetings
3. Informal events (sports)
4. Staff Development Day (when?)
5. Talk with staff who clean building (I do this on a routine basis)
6. Training/Job Development
7. Facilities Leaders
Administrators:
1. Executive Team (Academic Affairs)
2. Provost Council
3. Dean’s Council
4. Academic Council
5. Executive Cabinet
6. CLASS
7. Department Heads Council (informal)
8. Deans individually
9. Leadership teams of each division

Students:
1. Outreach centers-focus groups
2. Student government meetings
3. Greek Council meetings
4. Residential Students @ halls
5. BSM (Texans for Christ)
6. Wesley Foundation
7. College Life
8. Paradigm
9. Social Media
10. Learning Communities
11. Graduate Assistants
12. Graduate Student Organization (need one)
13. RL leaders
14. Athletic events
15. Class presentations
16. Focus groups
17. SSMI-Student Success and Multicultural Initiative
18. Dining Hall focus groups @ lunch
19. Convocation
20. Senior Seminar

Prospective Students:
1. FFA-4H
2. Texan Tour
3. School Relations-Recruiters
4. Ag Contests
5. Social Media
6. UIC
7. Athletic Events
8. Program Orientation sessions off campus
9. Focus groups@ local service area high schools
10. Community Colleges
11. Advisors at high school and community colleges
12. 6th grade day away
13. Rodeo Events

Employees:
1. Texas Workforce Commission
2. STEDCO
3. Department Advisory Boards
4. Chambers of Commerce (FW, Waco, Stephenville, Midlothian)
5. Job Fairs
6. CTHRMA-Stephenville
7. Alumni newsletter
8. Focus groups
9. Internships

**Elected officials/legislature:**
1. School boards
2. THECB=TCUF—every two years
3. News releases—TSU “artifacts” for offices
4. Host meetings/events
5. Work with staffers
6. City Councils
7. Legislative Session—Capitol office visits
8. Personal visits & campus visits
9. Write letters

---

**Create a Work Plan**

<table>
<thead>
<tr>
<th>Partners</th>
<th>Stakeholder group</th>
<th>Process/Design</th>
<th>How many people</th>
<th>Time Frame?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sabra &amp; Darla Doty</td>
<td>Alumni</td>
<td>random sample poll during homecoming events</td>
<td>50 (est)</td>
<td>October 19-20</td>
</tr>
<tr>
<td>Susan Burton &amp; Melissa Becker</td>
<td>Staff</td>
<td>Qualtrics survey</td>
<td>all staff</td>
<td>1 week (Oct 22-26)</td>
</tr>
<tr>
<td>Jennifer Edwards &amp; Ashley Tull</td>
<td>Traditional &amp; Non-traditional undergraduate students</td>
<td>Snow ball approach—potentially reading specific segments of the student population (online, off-campus, etc.)</td>
<td>All Tarleton undergraduate students who have a twitter account and/or Facebook account</td>
<td>5 Days (Mon-Fri) Early Nov 2012</td>
</tr>
<tr>
<td>George Mollick &amp; Jason Sharp</td>
<td>STEDCO businesses</td>
<td>Survey/Focus group</td>
<td>10/20/2012</td>
<td>Fall</td>
</tr>
<tr>
<td>Mike Leese &amp; Diane Taylor</td>
<td>Faculty, staff &amp; students</td>
<td>Convenience sample/questionnaire</td>
<td>~20</td>
<td>10/5/2012</td>
</tr>
<tr>
<td>Shelly/Becky</td>
<td>Learning community and honor students</td>
<td>use carousel for SWOT use carousel to answer subject of strategic</td>
<td>5 sets of 15-20 students</td>
<td>by 11/15/12</td>
</tr>
<tr>
<td>Joyce &amp; Vickie</td>
<td>Staff</td>
<td>Use carousel for SWOT</td>
<td>30</td>
<td>by 11/15/12</td>
</tr>
<tr>
<td>Alana Hefner &amp; Aldofo Benavides</td>
<td>Employers</td>
<td>Survey of employers Focus group (Nov 16th)All college advisory boards/Deans circle</td>
<td>pending Noel Levitz</td>
<td>by Nov 20 Deans Circle Meetings</td>
</tr>
<tr>
<td>Martinez/Haynes</td>
<td>Alumni</td>
<td>Assessment of recent grad</td>
<td>at 1000</td>
<td>90-120 day intervals</td>
</tr>
<tr>
<td>Brown/Garza</td>
<td>Faculty</td>
<td>Discussion/Carousel</td>
<td>30-40</td>
<td>Month</td>
</tr>
<tr>
<td>---------------------</td>
<td>----------------------------------</td>
<td>---------------------------</td>
<td>-------</td>
<td>--------------</td>
</tr>
<tr>
<td>Ball/Horak</td>
<td>Distinguished Alumni</td>
<td>Org Group Discussion</td>
<td>6</td>
<td>Homecoming</td>
</tr>
<tr>
<td>Ball/Horak</td>
<td>FA Faculty/students</td>
<td>modified SWOT</td>
<td>16</td>
<td>Mon</td>
</tr>
<tr>
<td>Ball/Horak</td>
<td>Tarleton foundation Board</td>
<td>Org Group Discussion</td>
<td>6</td>
<td>Month</td>
</tr>
<tr>
<td>Jones/Savage</td>
<td>FTW grad students</td>
<td>focus group</td>
<td>20</td>
<td>Month</td>
</tr>
<tr>
<td>Jones/Savage</td>
<td>Stephenville grad students</td>
<td>focus group</td>
<td>20</td>
<td>Month</td>
</tr>
<tr>
<td>Jones/Savage</td>
<td>graduate council</td>
<td>focus group</td>
<td>20</td>
<td>18-Oct</td>
</tr>
<tr>
<td>Jones/Savage</td>
<td>Waco graduate students</td>
<td>survey</td>
<td>50</td>
<td>Month</td>
</tr>
<tr>
<td>Weiissenberger/Rynearson/Notgrass</td>
<td>Transfers</td>
<td>SWOT and timeline</td>
<td>100+?</td>
<td>6 weeks</td>
</tr>
<tr>
<td>Weiissenberger/Rynearson</td>
<td>TAP reps</td>
<td>SWOT carousel &amp; timeline</td>
<td>15-Dec</td>
<td>6 weeks</td>
</tr>
</tbody>
</table>