Stakeholder Engagement Data Summary – Report #

Stakeholder Focus Group Description: faculty and staff involved in First Year Seminar planning committee

UPC/PTF Member(s) Reporting: Diane Taylor and Mike Leese

Number of Focus Group Participants: 15

Brief Engagement Activity Description: surveyed group on two focus questions:

1. How do we become a premier student-focused institution?
2. What is Tarleton’s image?

Summary of Feedback:

Question 1:

There were several ideas with regard to faculty involvement:

1. Purposefully hire faculty that are committed to student engagement
2. Increase undergraduate research capability by giving faculty time and resources to accomplish this goal.
3. Consider implementation of two tiered system: clinical and research faculty

Generally, everyone agreed that we need to commit the resources necessary to accomplish this goal. Increasing the workload on faculty and staff without the appropriate resource allocation will doom the initiative to failure.

Question 2:

Several folks felt we were still known as an agricultural school with significant recognition in the surrounding rural area. It was generally felt that we need to increase our name recognition in the DFW metroplex. Tarleton is known for its small classes and small school feel, but we often have so many initiatives going on at once that we lose focus.