

Strategy 3.2 Improve institutional advocacy and communication

Initiative 3.2.1 Strengthen, disseminate, and ensure consistent use of the university’s overall marketing and branding strategies.

Action	Responsible	Begin Date	End Date	Outcome/Metrics/KPIs
Develop an elevator pitch that is clearer and more concise than the existing mission and vision statements	VPMC with Provost and VPs	August 2025	September 2026	Completion of task
Support and implement an integrated communication platform to facilitate the sharing of information across the university and with partners and potential partners	VPMC with Provost and VPs	August 2025	April 2028	
Establish a plan for the use of campus-wide email communication, with a focus on reducing volume and increasing quality.	VPMC with VPITD	August 2025	Fall 2026	Completion of task

Initiative 3.2.2 Create and invest in a strategic funding enhancement plan that effectively engages state, alumni, and donor partners

Action	Responsible	Begin Date	End Date	Outcome/Metrics/KPIs
Develop a campus-wide priority needs assessment consistent with the strategic plan	VPUA	August 2025	Spring 2027	Completion of task
Develop a fundraising plan and begin to allocate resources to meet the needs of a new capital campaign	VPUA	August 2025	Spring 2027	Completion of task
Identify and recruit volunteer leadership for expanded fundraising and development	VPUA	TBD	TBD	Completion of task

Initiative 3.2.3 Enhance our comprehensive recruiting strategy and more effectively articulate the multifaceted value of the MTSU educational experience.

Action	Responsible	Begin Date	End Date	Outcome/Metrics/KPIs
Review and reevaluate publications and media to ensure inclusion of proposed elevator pitch that is clearer and more concise than the existing mission and vision statements	Vice Provost for Enrollment Services; VPMC	April 2026	July 2026	
Review and reevaluate recruitment events for greater emphasis on Middle Tennessee communities and gatherings that support yield	Vice Provost for Enrollment Services; VPMC	April 2025	Ongoing	