FlipChart Page 1

Market Segmentation
- More competitive
- Comparable
- Community colleges
- Not attending
  - Local high schools where < 50% go to college
- Adults with no college
- College dropouts
- Working adults
- International

U/8
Transfers
Grad
Retention

FlipChart Page 2

Can we recruit to our current programs and meet 18,000?
Students have changed
Looking for options
Still have barriers to online ed
Different entry dates / 8-week session
Cybersecurity lab for students
Gen ed core block

FlipChart Page 3

What are programs we should have and don't?
Which programs are ready to go totally online with little effort?
Are our programs "named" the best to attract?
Disconnect between growth agenda and grassroots
Need to know BoT --? Incentives
Need flexibility to adjust pay for faculty

FlipChart Page 4

Do departments/colleges believe they cannot grow?
Is online an option relative to facilities and other barriers?
Students have more options, and the world is rapidly changing.
Location is an asset for ETSU
International students attract others from their countries
Online offers options for non-traditional

FlipChart Page 5

How do we blow up – cannot continue linear approaches / Disruptive
Need to take risks
Should college strategic plans reflect what we are doing to reach 18,000 initiative?
Online MBA
Healthcare administration
Cybersecurity
H&T
Certificate – genetic counseling
4 expensive consulting groups -- did we take their advice?

FlipChart Page 6

Cannot allow things to be the way they always have been
Certificates — neglected and needed – workforce development
Aerospace facility at airport
Example cybersecurity – economic development
Pull together previous recommendations
Identify roadblocks (U/8 certificates)

7

Must do something disruptive or will not achieve our strategic initiatives