



UTC Advisory Board
February 6, 2023

Agenda

- **Fulfilling Chattanooga's Promise**
- **UTC Identity – Our Brand**
- **Community Needs**
 - **Priority Initiatives**
 - **Student Success/Experience**
 - **Degrees, Programs and Activities**

Chattanooga is Our North Star

- **Major Corporations and Business Startups**
- **Entrepreneurial Ecosystem**
- **Gig-City on the Cutting Edge of Technology**
- **Quantum and Future Opportunities**
- **Quality of Life and Outdoor Activities**
- **Strong Sense of Community and Pride**
- **Dynamic Brand**

***Great Cities Need a Great
University to Thrive***

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**UTC is Chattanooga's
University**

Meeting the Challenge

- **Attract Diverse Talent to the Region**
- **Academic Programs, Training, and Workforce Development Related to Community Needs**
- **Trusted Partner in the Community and with Educational Institutions**
- **Graduating Students with the Skills Business Values and Needs**

The UTC Advantage

- **We help prepare students for their sixth job, not just their first job.**
- **Students learn to think critically and communicate effectively.**
- **Education shaped in the classroom, on campus, and in the Chattanooga community with engaged learning partners.**
- **Students apply classroom knowledge to solve problems facing our community.**

Telling Our Story

- **Refining Our Brand – Study Underway**
Preview: Leveraging UT and Chattanooga
- **Share Our Story and Brand**
- **UTC Message Tied to Chattanooga's Chamber and Chattanooga Tourism**
- **Expanded Recruitment Outreach**

Campus-Wide Priority Initiatives

- **Health & Wellness**
- **Computational and Data Analytics**
- **Entrepreneurship**
- **Teacher Education**
- **Bridges Beyond the Classroom**
Hands-on Experiential Learning

Bridges Beyond the Classroom

- **Research, Internships, Creative Study**
- **Residential Colleges and Faculty in Residence – Academic Connections**
- **Community-Based Projects**
- **Freshman Seminar Tied to Courses**
- **Community Speakers in Courses**
- **Alumni Connections and Mentorship**

Building the Best School of Education in the Southeast

- **Reworked Curriculum and Start Date to Align with K-12 Start; Expanded Student Teaching**
- **Leadership Change is an Opportunity**
- **Outside Review Committee February 2023**
- **University High and Dual Enrollment**

Bachelor of Applied Science

- **Aligned with Associate of Applied Science (AAS) degrees from Community Colleges – less GE**
- **Targets Adult and Returning Learners**
 - **BAS in Mechatronics**
 - **BAS in Cyber Security**
 - **BAS in Leadership**

Response to Community Needs

- **Critical Care DNP, CRNA Programs**
- **Master in Public Health (MPH)**
- **Master in Social Work (MSW)**
- **Increase BSN Graduates**
 - **New Building and Sim Lab**
 - **Accelerated BSN**

Response to Community Needs

- **MS Data Analytics - Business/Computer Sci**
- **Sales Program Established 2022**
- **Business Forecasting Center (Funded 2023)**
- **Center for Innovation and Entrepreneurship**
Director; Entrepreneur in Residence; Harris Chair
- **Veterans Entrepreneurship Program**
- **Hospitality Management Program in Development**

Response to Community Needs

- **CUIP – strong partnership with EPB and Enterprise Center, City of Chattanooga**
- **Quantum Science and Engineering Workforce and Communications**
- **Smart City Collaborative**
- **Expanded Cyber Security**
- **Volkswagen Automotive Partnership in Mechatronics Training and Education**
- **Interdisciplinary Geospatial Technology Lab GIS Certificate and Community Partners**

Ctr for Professional Ed (CPE)

- **Cyber Security Certificate**
 - NSA Provides Tuition Support
- **Supply Chain Certifications**
 - Certified in Logistics, Transportation, Distribution
 - Certified Planning and Inventory Management
 - Certified Supply Chain Professional
 - Freight Broker Training
- **Certified Nursing Assistant**

In Progress

- **Chemical Engineering/Material Science support for developing industry - Novonix**
- **Create a More Welcoming Environment for Professionals of Color – Convene and Lead Discussions with Major Employers**
- **Help Chattanooga Build Awareness of Quantum and Realize the Potential of this Technology**
- **Maximize Community Impact of Enterprise South 280 Acres**

Questions