Academic Leader: Jeremy Agor; BOA Lead: TBD

**Goal Statement:** Create publicity and marketing plans to increase enrollment to 10,000 students and increase the U.S. News & World Report ranking to 65-70 by 2022, and to support the efforts of the University and College alumni and development officers to increase alumni involvement, giving and industry partnerships.

**Why it matters:** Enrollment growth is tied to increases in funding. Higher rankings lead to greater prestige and more interest from potential students. Efforts to support alumni and development officers lead to expanded funding sources and gifts for scholarships, faculty hiring and other needs.

**Status:** Plans are in place for improving the rankings, and multimedia materials for recruitment have been created and are in use.

**How:** Continue to publicize College achievements and keep UTA top-of-mind through email, print and earned media so those who fill out the USNWR rankings survey have a positive opinion of UTA. Continue to work with the College’s recruiters to create materials that are appealing to potential students and those who influence them. Work with departments to identify areas that should be publicized. Continue to work with Letia Blanco and Vijai Mohan to create a pathway that will lead to five new aerospace industry partnerships by 2020, then expand that pilot program to the tech industry.

**What will you accomplish?:** Each year through 2022, we will see an increase in rankings and enrollment similar to the ones we enjoyed from 2015-17, to reach 10,000 students and a USNWR ranking in the range of 65-70. By 2020, we will have five new aerospace industry partnerships and begin to identify target tech companies for five more new industry partnerships.

**Points of Discussion:** How can the College better engage local alumni and build robust alumni groups in Fort Worth, Dallas and possibly Houston, as well as northern California (San Jose area)? What activities for industry engagement should we be doing that we aren’t, and how could we improve how we engage and interact with industry to cultivate new partnerships?