

## Proposed Action Plan for Guiding Aspiration #1

### *Leverage Our Location Through Collaboration to Serve Our Community*

UT Arlington embraces its setting in the Dallas-Fort Worth Metroplex and will maximize its geographic, socioeconomic, cultural, and contextual presence as an engaged community partner. We will build mutually beneficial relationships with corporations and organizations and capitalize on national and international opportunities.

#### **RATIONALE AND STRATEGIC OBJECTIVES**

**Rationale:** UT Arlington is located at the heart of DFW, which is a target rich area with the headquarters of eighteen Fortune 500 Companies, regional offices of major corporations, and a large number of non-profit organizations; UT Arlington alumni are employed at many of these entities

**Strategic Objectives:** UT Arlington will make a coordinated effort to strengthen current relationships and to develop new mutually beneficial relationships.

#### **NEAR-TERM STEPS FOR EACH OPERATIONAL PRIORITY (STRATEGY, TARGET, TACTICS)**

##### **Operational Priority #1: Undergraduate Education**

“Provide unparalleled access and experiences to prepare an increasing number of engaged, innovative, entrepreneurial, and diverse body of students equipped for the workforce and for lifelong education.”

<i>Strategy 1.1.1</i>	<b>Increase experiential student learning.</b>
<i>Targets</i>	Increase students’ experiential and entrepreneurship learning to 25% (from current 14.6%) upon graduation, by 2020.
<i>Tactics</i>	<ul style="list-style-type: none"> <li>• Internships (upper and lower level), which can be used as elective courses toward degree program.</li> <li>• Service learning to connect classroom experience and industry or non-profit work.</li> <li>• Increase industry, public, and non-profit organization teaching (Adjunct Lecturers), including co-teaching.</li> <li>• Tie senior design project with industry, public, and non-profit organizations through departmental advisory boards or alumni.</li> <li>• Field trips to industry, public, and non-profit organizations.</li> <li>• Participate in competitions, contests, etc. at all levels, including senior design, capstone course, and comprehensive studios, to gain exposure and visibility (if applicable).</li> <li>• Industry, public, and non-profit organization input regarding curriculum, aligned with accreditation bodies.</li> <li>• Use FabLab/Makerspace in the Libraries to enhance industry, public, and non-profit organization mentorship and to equip students with problem solving skills, technical expertise, and real world experience in interactive design, data application, and entrepreneurial invention.</li> <li>• Identify and augment professional skill development workshops, relevant to local employer needs, (public speaking, creating business plans, creating posters and giving presentations, and project management for undergraduate students through industry, public, and non-profit organizations.</li> <li>• Identify and augment existing entrepreneurship and service learning programs.</li> <li>• To recruit more experienced entrepreneurial innovative students who have yet to complete their degrees.</li> <li>• Developing elective internship and service courses in which students will work</li> </ul>

	in industry, public, and non-profit organizations.
Resource Requirements	<ul style="list-style-type: none"> <li>• Reallocation of recruitment and internship funding to enhance linkages with industry, public and non-profit partners.</li> <li>• Professional workshop design and implementation resources augmented.</li> </ul>
Implementation Considerations	<ul style="list-style-type: none"> <li>• Working with unit-level and cross-campus faculty members to strengthen service learning, educational (workshops, etc.) and internship offerings to enhance linkages with industry, public and non-profit partners.</li> <li>• Cost of faculty and staff time to implement curriculum, recruiting, procedural and structural changes to support new foci.</li> <li>• Costs associated with competitions</li> </ul>
Accountability Plan	<ul style="list-style-type: none"> <li>• Develop annual targets for recruitment, service learning, internships, new workshop development, competition participation and external projects.</li> </ul>
Metrics to Gauge Success	<ul style="list-style-type: none"> <li>• Greater density and scope of industry, public and non-profit linkages to the University.</li> <li>• Visible alignment of University's offerings with identified industry, public and non-profit sector needs.</li> </ul>

<b>Strategy 1.1.2</b>	<b>Increase University's engagement in K-12 education through coordinated efforts linking existing programs with public, corporate, and non-profit entities</b>
<i>Target</i>	Create an inventory of programs and initiatives currently in place at the university by fall 2014-15.
<i>Tactics</i>	<ul style="list-style-type: none"> <li>• Conduct a survey to account for all existing university programs that aim to bridge the university and the K-12 community. Survey should identify: <ol style="list-style-type: none"> <li>a. The geographic scope of existing programs.</li> <li>b. The target population for each.</li> <li>c. The impact that existing programs have for various stakeholders (e.g., school-aged students, non-profit agencies)</li> <li>d. The level of support (in-kind, financial, etc.) that such programs are receiving and the corresponding sources.</li> <li>e. The needs such programs have (to be used later for identifying which entities need support.)</li> </ol> </li> <li>• Develop a media plan that showcases what K-12 initiatives the University has to offer (e.g., Pathways Program/GO Centers at partner high schools, professional development for teachers, engineering and science summer camps, Kids &amp; Teens University, FabLab/Markerspace in the Library, etc.)</li> <li>• Leverage local impact and increase sources of support for existing programs</li> <li>• Develop section of university web page that documents and showcases programs and initiatives in place while also promoting community engagement.</li> <li>• Have upperclassmen or graduate students develop and lead after-school clubs for math, science, art, music, etc.</li> <li>• Create a single university portal where the community can easily identify and contact the various K-12 programs and initiatives the university offers. Currently K12 educators must look through each department's web site to find offerings.</li> <li>• Engage University community in supporting existing and new initiatives through Service Learning, volunteering, etc, and by linking these initiatives to public, corporate and non-profit entities.</li> </ul>

Resource Requirements	<ul style="list-style-type: none"> <li>• The impact of each initiative is directly tied to the support it receives.</li> <li>• Clear development planning for each initiative.</li> </ul>
Implementation Considerations	<ul style="list-style-type: none"> <li>• Coordination and overlap with existing university fundraising and development relationships.</li> </ul>
Accountability Plan	<ul style="list-style-type: none"> <li>• Develop annual fundraising targets for each program and monitor their success.</li> <li>• Reassess targets annually.</li> </ul>
Metrics to Gauge Success	<ul style="list-style-type: none"> <li>• Greater visibility for university initiatives.</li> <li>• Increased mention of university-driven projects in local and, longer-term, national media.</li> </ul>

### Operational Priority #2: Graduate Education

“Educate increasing numbers of diverse graduate students equipped to provide leadership and to extend the frontiers of knowledge in their disciplines.”

<b><i>Strategy 1.2.1</i></b>	<b>Increasing experiential and entrepreneurial student learning and recruiting students from industry, public, and non-profit organizations with particular attention to local needs.</b>
<i>Targets</i>	<ul style="list-style-type: none"> <li>• Increase the number of graduate students with relevant industrial and non-profit organizations experiential learning.</li> <li>• Increase number of graduate students to 33% of the total university enrollment from its current 23%.</li> </ul>
<i>Tactics</i>	<ul style="list-style-type: none"> <li>• Industry, public, and non-profit organization supported research grants.</li> <li>• Link with multi-national corporations and non-profit organizations, particularly those with headquarters in the US with special attention to those in DFW metroplex.</li> <li>• Link with international institutions for recruitment and financial support of graduate students with special attention to those in DFW metroplex.</li> <li>• Collaborative efforts with DFW-area industry, public, and non-profit partners to encourage them to have employees come on campus for graduate education.</li> <li>• Strengthen alumni relations through coordinated and centralized effort through the office of development.</li> <li>• Applied research for graduate students with assistance from industry, public, non-profit organizations, and philanthropic (fellowships, funding, etc.).</li> <li>• Design custom graduate programs and introduce new programs for industry, public, and non-profit partners.</li> <li>• Design and deploy online education with special emphasis on local needs to strengthen the link to industry, non-profit organizations, and international institutions.</li> <li>• Use FabLab/Makerspace in the Libraries to development virtual experimentation for graduate level courses with industry advisors to simulate product development and practices related to industry, public, and non-profit organizations.</li> <li>• Provide professional workshops at annual industry, public, and non-profit organization meetings or conventions to showcase UT Arlington’s graduate program with special emphasis on local needs.</li> <li>• Create graduate programs directly engaged in the issues of design and planning the region.</li> <li>• Area presence and develop specific graduate programs to respond to urban</li> </ul>

	needs in major urban settings such as Dallas and Fort Worth.
Resource Requirements	<ul style="list-style-type: none"> <li>• Reallocation of educational, training and alumni support funding to enhance linkages with industry, public and non-profit partners.</li> <li>• Professional workshop design and implementation resources augmented.</li> </ul>
Implementation Considerations	<ul style="list-style-type: none"> <li>• Working with unit-level and cross-campus faculty members to strengthen graduate training, educational (workshops, etc.) and cross-sector collaboration opportunities to enhance linkages with industry, public and non-profit partners.</li> <li>• Cost of faculty and staff time to implement curriculum, alumni, procedural and structural changes to support new foci.</li> </ul>
Accountability Plan	<ul style="list-style-type: none"> <li>• Develop annual targets for graduate support, training, new workshop development, collaborations and alumni engagement.</li> </ul>
Metrics to Gauge Success	<ul style="list-style-type: none"> <li>• Greater density and scope of industry, public and non-profit linkages to the University.</li> <li>• Visible alignment of University’s offerings with identified industry, public and non-profit sector needs.</li> </ul>

### Operational Priority #3: Continuing and Professional Education

“Enable unparalleled access to knowledge and continuing education to ensure an informed and engaged global citizenry, and to significantly expand the University’s global outreach and impact.”

<b>Strategy 1.3.1</b>	<b>Increase innovative continuing professional education opportunities.</b>
<i>Targets</i>	Increase the current number of professionals taking continuing professional education courses by 30%.
<i>Tactics</i>	<ul style="list-style-type: none"> <li>• Identify and target professional groups through professional organizations through UT Arlington’s unique strength.</li> <li>• Attract local entities and engage them for on-campus learning and list them as global champions.</li> <li>• Recruit outstanding local experts in industry, public, and non-profit arenas to disseminate new knowledge through webinars etc.</li> <li>• Offer on-site and online courses for continuing professional education.</li> <li>• Host regional and national professional meetings to showcase UT Arlington’s strengths and attract continuing professional education students.</li> <li>• Increase internet-based advertising campaigns to showcase UT Arlington’s abilities in continuing professional education.</li> <li>• Recruit department and college advisory board members from DFW and national industry, public, and non-profit organizations who are champions for UT Arlington.</li> <li>• Outreach and enable access to DFW’s professional continuing education students through industry, public, and non-profit members from departmental and college advisory boards.</li> <li>• Host UT Arlington’s hospitality suites at major statewide and national professional meetings for global outreach and impact.</li> <li>• Custom and entrepreneurial educational programs designed for national and international industrial and non-profit alliance with special emphasis on local needs.</li> <li>• Develop complimentary continued education offerings in sustainable regional growth. Include content infused into specialty courses (i.e., ethics, supervision for licensing).</li> <li>• Short courses that help industry sharpen employee skill to consider taking</li> </ul>

	programs and services into community.
Resource Requirements	<ul style="list-style-type: none"> <li>• Additional or re-directed advertising and marketing resources to meet new continuing education customers and changing customer needs.</li> <li>• Development of new offerings: face-to-face, online, on-campus and external, either through additional supports or re-directed resources for new foci.</li> </ul>
Implementation Considerations	<ul style="list-style-type: none"> <li>• Cost of faculty and staff time to implement offerings, outreach, customer needs assessments/marketing analysis, procedural and structural changes to support new foci.</li> </ul>
Accountability Plan	<ul style="list-style-type: none"> <li>• Develop annual targets for continuing education market growth, new offerings development, and external/cross-sector collaborations.</li> </ul>
Metrics to Gauge Success	<ul style="list-style-type: none"> <li>• Increased revenue and market share upon detailed review of current metrics.</li> </ul>

#### **Operational Priority #4: Research and Economic Development**

“Substantially enhance capacity and productivity in research, scholarship and creative activity to advance knowledge, enhance education, catalyze economic development, and ensure global competitiveness of the region and State.”

<b><i>Strategy 1.4.1</i></b>	<b>Increase industry, public, and non-profit supported research contracts, expenditures, and research facilities by going the extra miles to establish a special relationship.</b>
<i>Targets</i>	<ul style="list-style-type: none"> <li>• The proportion of research expenditure supported by non-federal government will be increased from 11%, based on the 2013 data, to 20% by 2020.</li> <li>• Have a minimum of one named department within the university by 2020.</li> </ul>
<i>Tactics</i>	<ul style="list-style-type: none"> <li>• Identify local and national industry, public, and non-profit related entities for each academic unit and establish relationships, either individually or through coordinated and centralized efforts.</li> <li>• Identify industry, public, non-profit related associations and organizations (chambers of commerce), and national organizations for each unit whose members are mega industry corporations.</li> <li>• Increase participations of UT Arlington faculties and administrations in governing bodies of industry, public and non-profit organizations.</li> <li>• Deans, senior administrators, and academic leaders should have the obligations to represent the university to the community and non-profit organizations.</li> <li>• Develop research and development centers through industry, public, and non-profit organizations support.</li> <li>• Increase funding from Texas Research Incentive Program (TRIP), which matches up to 50% of the research gift.</li> <li>• Implement basic research through product development and commercialization using UT Arlington’s strength through University of Texas at Arlington Research Institute (UTARI).</li> <li>• Develop products and commercialization for industry, public, and non-profit organizations through research contracts and/or research gifts and formulate a mutual beneficiary patent sharing agreement.</li> <li>• Create a “go-green” coalition with UTA, MAX, DART, and T officials to promote initiatives recruit citizens as student and engage them in research, educational, volunteering, and paid activities that fuel sustainable regional economic development.</li> </ul>

Resource Requirements	<ul style="list-style-type: none"> <li>• Development of additional resources, or reallocation for increasing number and robustness of research centers, community outreach and lobbying.</li> <li>• Increased role of UTARI in generating entrepreneurial revenue streams.</li> </ul>
Implementation Considerations	<ul style="list-style-type: none"> <li>• Develop a university level advisory committee to the President with active cross-sector researchers, planners, and fundraisers.</li> </ul>
Accountability Plan	<ul style="list-style-type: none"> <li>• Develop annual targets for center development, outreach and lobbying activities and outcomes.</li> <li>• Develop cross-unit linkages with performance goals tied to UTARI-mediated outcomes.</li> </ul>
Metrics to Gauge Success	<ul style="list-style-type: none"> <li>• Increased visibility of UT engagement with external constituencies and entrepreneurial successes.</li> </ul>

<b>Strategy 1.4.2</b>	<b>Clearly assess the role of Arlington and UT Arlington in the surrounding community to enable long-range planning for the best tactics for engagement.</b>
<i>Target</i>	<ul style="list-style-type: none"> <li>• Increase the activities of UT Arlington in DFW as specified in strategy by 25%.</li> </ul>
<i>Tactics</i>	<ul style="list-style-type: none"> <li>• Understand confusion about the nature and role of Arlington within the surrounding urban system.</li> <li>• Use the initial study by Richard Florida's firm and other similar studies as a starting point for data-driven underpinnings.</li> <li>• UT Arlington provides leadership and recasting the image of north Texas as a unified region with common concerns and resources.</li> <li>• Establish a regular symposium in Arlington to engage the university communities with both major cities Dallas/ Fort Worth.</li> </ul>
Resource Requirements	<ul style="list-style-type: none"> <li>• Expertise from campus researchers in urbanism, economics.</li> <li>• Funding for faculty to engage in local research.</li> </ul>
Implementation Considerations	<ul style="list-style-type: none"> <li>• Coordination and overlap with existing university fundraising and development relationships.</li> <li>• Faculty time used for research and public discussion of local issues.</li> </ul>
Accountability Plan	<ul style="list-style-type: none"> <li>• Develop a university level advisory board reporting to the President composed of public officials from Dallas/Fort Worth and Arlington as well as UT Arlington members to establish annual goals around collaborative initiatives, projects, and programs.</li> </ul>
Metrics to Gauge Success	<ul style="list-style-type: none"> <li>• Attendance, participation in symposium.</li> <li>• Increased number of Dallas and Fort Worth professional community aware of the university and willing to travel to it.</li> <li>• Increased interaction between the university community and Dallas/ Fort Worth.</li> </ul>

<b>Strategy 1.4.3</b>	<b>Increase university participation in community organizations and decision-making bodies</b>
<i>Target</i>	Increase the UT Arlington's activities as defined in the above strategy by 25%.
<i>Tactics</i>	<ul style="list-style-type: none"> <li>• Every dean should sit on the board of a major non-profit or community board in the region.</li> <li>• Coordinate the selection of boards for broad geographic coverage.</li> <li>• Research and target a short-list of boards, particularly those which already</li> </ul>

	<p>have representation from UTD, UNT, SMU, and TCU.</p> <ul style="list-style-type: none"> <li>• Each dean should select additional administrators to participate in the program, targeting expertise.</li> </ul>
Resource Requirements	<ul style="list-style-type: none"> <li>• Initiative must run from the President's office with support from key constituencies on campus.</li> <li>• Funds must be provided for board members to participate in annual fundraising events like galas, which are often required to maintain membership.</li> </ul>
Implementation Considerations	<ul style="list-style-type: none"> <li>• Coordination and overlap with existing university fundraising and development relationships.</li> </ul>
Accountability Plan	<ul style="list-style-type: none"> <li>• Participants in plan should, on an annual basis, create a strategy to maximize impact of board membership whether through development opportunities or formal professional and academic connections.</li> <li>• Participants in program should provide names of community contacts to development and administration on an annual basis.</li> <li>• A centralized list of participation should be maintained so that the university can understand its relationships.</li> </ul>
Metrics to Gauge Success	<ul style="list-style-type: none"> <li>• Increased network of connections between UT Arlington administration and civic and non-profit administrations in the region</li> <li>• Increased opportunity for development</li> <li>• Increased opportunity for academic and community partnerships</li> </ul>

<b>Strategy 1.4.4</b>	<b>Leverage existing programs that directly link the university to the regional community</b>
<i>Target</i>	Increase the UT Arlington's activities as defined in the above strategy by 25%.
<i>Tactics</i>	<ul style="list-style-type: none"> <li>• Account for all existing university programs that bridge the university and the community.</li> <li>• Clearly identify the geographic scope and target for each.</li> <li>• Conduct the survey by unit. For example: In Architecture.</li> <li>• David Dillon Center for Texas Architecture reaches into Dallas and potentially Fort Worth.</li> <li>• Fort Worth Center for Architecture (in planning stages) reaches into Fort Worth.</li> <li>• Arlington Urban Design Center reaches into Arlington.</li> <li>• Vision North Texas impacts the entire region.</li> <li>• University administration should work through these existing initiatives to leverage local impact.</li> <li>• Develop section of university web page and social media that documents/promotes community engagement (beyond service learning and volunteering.)</li> <li>• Develop media plan that links community initiatives to desired placement.</li> <li>• Create a target list of relevant programs by 2014-15.</li> </ul>
Resource Requirements	<ul style="list-style-type: none"> <li>• The impact of each initiative is directly tied to the support it receives with overlap as much as possible.</li> <li>• Clear development planning for each initiative.</li> </ul>
Implementation Considerations	<ul style="list-style-type: none"> <li>• Coordination and overlap with existing university fundraising and development relationships.</li> </ul>
Accountability Plan	<ul style="list-style-type: none"> <li>• Develop annual fundraising targets for each program and monitor their success.</li> </ul>

	<ul style="list-style-type: none"> <li>• Reassess targets annually.</li> </ul>
Metrics to Gauge Success	<ul style="list-style-type: none"> <li>• Greater visibility for university initiatives.</li> <li>• Increased mention of university-driven projects in local and, longer-term, national media.</li> </ul>

### Operational Priority #5: Faculty and Staff

“Attract, nurture and retain the very best faculty and staff aligned with our Vision and trajectory, who are committed to leadership and high productivity in a forward-thinking culture inspired by aspirations to create a model 21st Century Urban University.”

<b>Strategy 1.5.1</b>	<b>Attract, recruit, and retain top-tier productive faculty and staff through incentives supported by industry, public, and non-profit organizations given the benefits of our location.</b>
<i>Targets</i>	<ul style="list-style-type: none"> <li>• A minimum of 20% of the new full-time faculty hires to be affiliated (either actively or potentially) with an industry or non-profit entity once at UT Arlington.</li> <li>• Increase by 10% the annual staff retention of outstanding staff (based on evaluations) by encouraging industry, public, and non-profit organization funds, when applicable</li> </ul>
<i>Tactics</i>	<ul style="list-style-type: none"> <li>• Engage with industry, public, and non-profit organizations and identify the type of expertise or infrastructure UT Arlington can offer them.</li> <li>• Invite inputs from industry, public, and non-profit entities on faculty hires.</li> <li>• Retain and promote outstanding and talented faculty members with balanced appraisal of government and industry research funding.</li> <li>• Name the departments and colleges within UT Arlington.</li> <li>• Obtain industry, public, and non-profit organization supported endowed professorships and endowed chair positions for new faculty hires (different endowment levels can be linked to different faculty ranks).</li> <li>• Identify faculty expertise aligned with specific needs of targeted local industry, public, and non-profit organizations so that the faculty becomes entity’s “in-house professor,” which will lead to increased research funding and endowed professorships.</li> <li>• Establish mutually beneficial UT Arlington’s research facilities and laboratories at industry or non-profit partner’s site.</li> <li>• Retain outstanding staff members by promoting them through reclassification and providing them with industry and/or non-profit organization based salary increases to be competitive across the campus and with outside entities.</li> </ul>
Resource Requirements	<ul style="list-style-type: none"> <li>• Release time and/or credit for external faculty affiliation.</li> <li>• Enhanced coordination, joint financial investments and donor recruitment for obtaining greater cross-sector engagement with UT Arlington and partner infrastructure development.</li> </ul>
Implementation Considerations	<ul style="list-style-type: none"> <li>• Opportunity costs associated with faculty and staff efforts at building stronger linkages with external constituencies.</li> </ul>
Accountability Plan	<ul style="list-style-type: none"> <li>• Develop annual goals for cost-sharing UT Arlington institutional enhancements with cross-sector partners.</li> </ul>
Metrics to Gauge Success	<ul style="list-style-type: none"> <li>• Greater cost-sharing between University and cross-sector partners on high-visibility collaborations.</li> <li>• Evaluate and assess progress against the targets.</li> </ul>

**Operational Priority #6: Infrastructure and Resources**

“Continually enhance UTA’s resources through existing and new revenue streams, including increased philanthropy, to ensure that students, faculty and staff have the very best physical infrastructure and the latest technological advancements to ensure leadership in a forward looking culture that values sustainability.”

<b>Strategy 1.6.1</b>	<b>Build and/or enhance research, instructional, and information technology infrastructures by targeting local and national industry, public, and non-profit partners’ financial supports directly or through coordinated tracking of alumni.</b>
<i>Targets</i>	<ul style="list-style-type: none"> <li>• Increase additional new infrastructure by 2020.</li> <li>• Establish public transit system that connects the university to the regional transit networks, Dart and T.</li> </ul>
<i>Tactics</i>	<ul style="list-style-type: none"> <li>• Identify mutually beneficial research facilities and/or infrastructure to industry, public, and non-profit organizations.</li> <li>• Name UT Arlington laboratories and research facilities through endowments.</li> <li>• Involve industry, public, and non-profit partners to identify their needs and financial support for building infrastructure (similar to Shimadzu).</li> <li>• Seek financial support through UT System to complement local and national industry, public, and non-profit organization support for a given project.</li> <li>• Establish and build UT Arlington Hotel and Conference Center in the downtown Arlington Area.</li> <li>• Partner with influential individuals in city, local, state, and federal governments, who have relationships to industry, public, and non-profit organizations, in order to encourage industry, public, and non-profit partners to provide financial support for new infrastructure to mutually benefit all parties.</li> <li>• Develop a distributed learning network on museum-quality interactive simulations at each UT Arlington (main and satellite campus) visitor/ welcome “node” that tells the unique history and diversity of UT Arlington with additional local context for locations.</li> <li>• Expand public transit options to and from the university. Make it an enviable model for suburban retrofitting.</li> <li>• Encourage local municipalities to augment bicycle infrastructure.</li> </ul>
Resource Requirements	<ul style="list-style-type: none"> <li>• Enhanced coordination, joint financial investments and knowledge distribution networks for obtaining greater cross-sector engagement with UT Arlington and partner infrastructure development.</li> </ul>
Implementation Considerations	<ul style="list-style-type: none"> <li>• Coordination and cost-share planning with external constituencies.</li> </ul>
Accountability Plan	<ul style="list-style-type: none"> <li>• Develop annual goals for network development and impact.</li> <li>• Make significant progress and have a plan ready for implementation to build UT Arlington hotel and conference center by 2020.</li> </ul>
Metrics to Gauge Success	<ul style="list-style-type: none"> <li>• Enhanced visibility of UT Arlington contribution to, and engagement in cross-sector infrastructure and knowledge distribution networks.</li> <li>• Evaluate and assess the progress toward naming UT Arlington’s infrastructure components and systems.</li> </ul>

<b>Strategy 1.6.2</b>	<b>Build an Executive Education and Conference Center to draw academic, professional, and cultural events to the UT Arlington campus</b>
<i>Target</i>	Increasing the conferencing and executive education capacity of UT Arlington by 25% by 2020.
<i>Tactics</i>	<ul style="list-style-type: none"> <li>• Coordinate plans with city of Arlington for maximum impact.</li> <li>• Carefully study siting as a node for interaction between the campus and the region.</li> <li>• Research other Exec Ed/Conference Centers on university campuses (UT Austin, Auburn University, etc.)</li> <li>• Provide housing for guest lecturers, guest scholars, and continuing education students.</li> </ul>
Resource Requirements	<ul style="list-style-type: none"> <li>• Initiative must run from the President’s office with support from key constituencies on campus</li> <li>• Initiative must run as a public-private partnership between the university and investors</li> </ul>
Implementation Considerations	<ul style="list-style-type: none"> <li>• Coordination and overlap with existing university fundraising and development relationships.</li> </ul>
Accountability Plan	<ul style="list-style-type: none"> <li>• Develop and update annual progress report toward building the conference center.</li> </ul>
Metrics to Gauge Success	<ul style="list-style-type: none"> <li>• Increased number of high-impact academic symposia hosted by the university.</li> <li>• Increased number of executive education and professional continuing education programs.</li> <li>• Increased number of enrollees in professional continuing education programs.</li> <li>• Increased number of university guests hosted in Arlington (rather than Dallas or Fort Worth).</li> <li>• Increase number of UT Arlington held conferences at local, national, and international levels.</li> </ul>