

## VISIBILITY

<p><b>Goal 3.1: We will increase our visibility and reputation at the local, state, and national levels.</b></p>	<p><b>Strategy 3.1.1:</b> Create a multi-unit task force to collect and report College metrics and data; and investigate and resolve issues related to the accuracy and efficacy in the reporting of the College's data in order to ensure that the joint college is treated in a fair and equitable manner by the requesting entities.</p>
	<p><b>Strategy 3.1.2:</b> Increase media coverage that highlights College research, awards, student organizations, and other successes to promote the College to members of the engineering community, researchers, fellows, and peer institutions.</p>
	<p><b>Strategy 3.1.3:</b> Develop and execute an annual awareness campaign that focuses on audiences of peer institutions that may include the distribution of collaterals that highlight the successes of our faculty.</p>
<p><b>Goal 3.2: We will develop strategies, tactics and plans to raise the awareness of our exceptional educational experience, accolades, research, and expertise to stakeholders.</b></p>	<p><b>Strategy 3.2.1:</b> Engage university leadership and capitalize on the off-site campuses and facilities of both parent universities to increase the visibility of the College's programs, achievements, and research.</p>
	<p><b>Strategy 3.2.2:</b> Utilize the communication channels available to the College through parent and partner organizations to expand the reach of the College's messaging to stakeholders (e.g. alumni, potential students, and donors).</p>
	<p><b>Strategy 3.2.3:</b> Participate with parent universities in targeted nationwide events and opportunities to reach the best prepared engineering prospects.</p>
	<p><b>Strategy 3.2.4:</b> Create and distribute impact and annual reports that provide transparency, accountability, and promotion of the College's efforts to college stakeholders (including donors).</p>
<p><b>Goal 3.3: We will create a framework and environment that encourages and facilitates the engagement of faculty, staff, and students in educational outreach with the community and K-12 students locally, state-wide, and nationally.</b></p>	<p><b>Strategy 3.3.1:</b> Utilize the College's Challenger Learning Center programs to engage underrepresented and underserved students in the College's surrounding communities to promote education and careers in engineering.</p>
	<p><b>Strategy 3.3.2:</b> Involve and engage faculty and students in outreach activities at feeder schools, local and national STEM based organizations, and the Challenger Learning Center to enhance the college's broader impacts.</p>
	<p><b>Strategy 3.3.3:</b> Inform and educate members of the community about the impacts of engineering work occurring at the College on their daily life.</p>