

Draft

Academic Reputation Plan

Objective

Enhance Clemson's national academic reputation among university presidents, provosts, admission directors and other key academic influencers.

Strategies

1. Conduct a thoughtful, consistent, top-of-the-mountain, content oriented, direct communications program. (Neill and Cathy)
2. Focus our messages on key academic and research "wins" that create a relevant point of difference for Clemson. (Dori, Chris and Cathy)
3. When appropriate, leverage our involvement with students, faculty and staff of other institutions in our messages. (Cathy)
4. Promote "academic stars" by enhancing individual faculty and senior executive's visibility on a national level. (Jim, Dori, Neill, Cathy)
5. Embrace key issues in higher education and take them to national higher education platforms. Initial issues identified are:
 - a. Reorganization- (Jim, Phil, Cathy, Debbie)
 - b. Properly pricing a university- (Neill, Thornton, Bobby, Cathy)
 - c. 21st Century Public Service by land grant institutions. (John K).
 - d. Crisis management. (Neill)
 - e. Winning the public relations battle. (Cathy)
 - f. Effective managing with technology. (?)
 - g. Creating an effective partnership with the state legislature. (Jim)
6. Develop a graduate plan to recruit "top 20" graduate students and place our undergraduates in "top 20" graduate programs. (Dori, Bonnie)