

- a. Improve effectiveness of current programs.
- b. Develop formal job placement relationships with local business, governmental and public organizations.
- c. Engage with businesses to identify and meet their employment and consulting needs.
- d. Work with the Alumni Office and academic departments to develop a systematic alumni tracking system.

XI. **Raise the quality, variety, and visibility of athletic, artistic, cultural, and other community-supported programs. 5., 6., 7., 10., 13.**

- a. Increase the attendance at home sports events, as well as at artistic and cultural events in the FMU Performing Arts Center and on campus.
- b. Continue to explore opportunities for recruiting coaches from underrepresented populations.
- c. Maintain and publicize high academic performance by students involved in these activities.
- d. Provide support for artistic and cultural endeavors.

XII. **Develop the physical facilities, natural resources and infrastructure of the campus. 9.**

- a. Maintain attractive on-campus housing.
- b. Continue to develop and enhance the campus in a manner that will increase student involvement in campus life.
- c. Engage in renovation, construction and modification of campus facilities including Founders Hall and Cauthen Educational Media Center.
- d. Encourage environmental sustainability.

XIII. **Enhance the University's image through an aggressive, focused marketing campaign. 2., 5., 10., 11., 13**

- a. Maintain and improve national status in terms of accreditation, success of graduates and faculty achievement.
- b. Publicize the advantages of liberal arts, business, education, and professional degrees.
- c. Increase publicity of the successes of the University's students, alumni and faculty.
- d. Cooperate with industrial, business, healthcare and community non-profit organizations to understand and respond to their needs and concerns.
- e. Continue to plan and market campus activities so as to attract the public to the University's campus.
- f. Continue to plan and market off-campus events to attract interest in FMU.

Approved by the FMU Faculty, October 18, 2012

Ratified by FMU Board of Trustees, November 9, 2012