

## **Mission Vision Values Survey Question Themes March 2024**

### **What Makes UTC Special**

1. Sense of Community and People-Helping-People Mentality : 8
2. Location and Scenic Campus : 7
3. Size of Institution and Family Feel : 6
4. Focus on Student Success and Engagement : 5
5. Dedicated Faculty and Staff : 4
6. Community Partnerships and Collaboration : 4
7. Value in Terms of Quality and Cost : 3
8. Hands-on Learning Opportunities : 3
9. Research and Scholarship : 2
10. Distinctive Program Offerings : 2

### **Greatest Assets**

1. Collaboration between faculty, students, and staff: 6
2. Approachability, affordability, flexibility: 4
3. Support systems for student success and community outreach: 4
4. UTC's facilities: 4
5. Willingness to help others: 3
6. Small enough and large enough campus size: 3
7. Natural environment of surrounding region: 2
8. Industry clusters in surrounding region: 2
9. Ease of forming lifelong connections: 2
10. Availability of support services: 2

### **Opportunities for UTC**

1. Community engagement and collaboration : 8
2. Teaching excellence and student experience : 7
3. Staff and faculty development and engagement : 5
4. Research growth and identified priority areas : 5
5. Partnerships with local businesses and organizations : 5
6. Innovation and technology leadership : 4
7. Affordability and reducing college debt : 4
8. UTC's current identity and direction : 3
9. Comparison with UTK and other universities : 2
10. Need for improved marketing and communication : 2
11. Limited resources and funding : 2
12. Diversity in STEM fields : 2

## Additional Comments

1. Improving student success and experience: 8
2. Emphasizing undergraduate education quality: 4
3. Lack of representation in mission/vision/values: 4
4. Insufficient emphasis on research: 3
5. Graduate education recognition: 2
6. Enhancing community involvement: 2
7. Importance of teaching and learning atmosphere: 2
8. Diversity, equity, and inclusion advocacy: 2
9. Concerns about inclusivity and diversity: 2
10. Issues with transparency: 2

## Additional Value Words

Additional Value Words	Count	Percent
Creative	11	5.6%
Innovation	9	4.6%
Money	6	3.1%
Service	6	3.1%
Diverse	5	2.6%
Inclusive	5	2.6%
caring	4	2.1%
Compassion	4	2.1%
Trust	4	2.1%
Adaptable	3	1.5%
Fairness	3	1.5%
Humility	3	1.5%
support	3	1.5%
Accessible	2	1.0%
Affordable	2	1.0%
appreciation	2	1.0%
Considerate	2	1.0%
Discovery	2	1.0%
engagement	2	1.0%
Entrepreneurial	2	1.0%
Equity	2	1.0%
Gratitude	2	1.0%
individualism	2	1.0%
Innovative	2	1.0%
Responsibility	2	1.0%

Additional Value Words	Count	Percent
Wellbeing	2	1.0%
Faith based student programs	1	0.5%
focus	1	0.5%
Forgiveness	1	0.5%
Free speech	1	0.5%
Friendly	1	0.5%
Future-facing	1	0.5%
Genuine	1	0.5%
Global	1	0.5%
Global Mindset	1	0.5%
heaving a coherence world view	1	0.5%
Historical	1	0.5%
Imagination	1	0.5%
impact	1	0.5%
Influence	1	0.5%
Ingenuity	1	0.5%
Initiative	1	0.5%
Innovation	1	0.5%
Intercultural	1	0.5%
International	1	0.5%
Investment	1	0.5%
Joy	1	0.5%
Justice	1	0.5%
Knowledge	1	0.5%
Lifelong Learning	1	0.5%

success	2	1.0%
Sustainability	2	1.0%
Teaching	2	1.0%
Thoughtful	2	1.0%
Tolerance	2	1.0%
Academics	1	0.5%
Acceptance	1	0.5%
Access	1	0.5%
Adaptability	1	0.5%
Altruism	1	0.5%
Attitude (Good)	1	0.5%
Balance	1	0.5%
Beautiful	1	0.5%
Being able to restate other's views in a way they accept	1	0.5%
buy in	1	0.5%
Career Readiness	1	0.5%
Casual	1	0.5%
Challenging	1	0.5%
Citizenship	1	0.5%
Clean	1	0.5%
Communicating	1	0.5%
compensation	1	0.5%
convenience	1	0.5%
critical reasoning	1	0.5%
Curiosity	1	0.5%
Dependability	1	0.5%
Determination	1	0.5%
Difference-making	1	0.5%
Education?	1	0.5%
Empathetic	1	0.5%
Empowerment/Self-Determination	1	0.5%
Encouragement	1	0.5%
Environmental stewardship	1	0.5%
Environmental Values	1	0.5%
Expensive	1	0.5%
experiential	1	0.5%
External Partnerships	1	0.5%
Faith	1	0.5%

Local	1	0.5%
Lonely	1	0.5%
loyal	1	0.5%
Mindfulness	1	0.5%
Multiculturalism	1	0.5%
noninterference	1	0.5%
Opportunity	1	0.5%
Passion	1	0.5%
Patience	1	0.5%
People	1	0.5%
proactive	1	0.5%
problem solvers	1	0.5%
Profit	1	0.5%
Quality	1	0.5%
Reciprocity	1	0.5%
recognition	1	0.5%
Relationships	1	0.5%
relevant	1	0.5%
Reputation	1	0.5%
Research	1	0.5%
Resourcefulness	1	0.5%
Respect	1	0.5%
responsible	1	0.5%
revolutionary	1	0.5%
risk aversion	1	0.5%
risk-taking	1	0.5%
self-awareness	1	0.5%
Sincerity	1	0.5%
Societal Impact	1	0.5%
Spirit	1	0.5%
Transformation	1	0.5%
Transparency	1	0.5%
Transparent leadership	1	0.5%
Understanding	1	0.5%
Vision	1	0.5%
welcoming	1	0.5%
<b>Grand Total</b>	<b>195</b>	<b>100.0%</b>