

TUSCULUM COLLEGE

ESTABLISHED 1794

June 22, 2016

Niswonger Foundation
Attn: Dr. Nancy Dishner
Niswonger Foundation
TC Campus Mail 5112
Greeneville, TN 37743

Dr. Dishner,

Tusculum College is appreciative of the ways in which the Niswonger Foundation supports the institution. Most recently the Niswonger Foundation has financially supported the Professionalism for Leadership Initiative, which saw great success in the previous academic year. However, this initiative is not yet complete. Tusculum continues to seek ways in which we can equip our students with necessary professional skills to be successful throughout their college journey and beyond.

With the need to continue this Initiative in mind, Tusculum College respectfully submits the enclosed grant proposal to extend funding for the Professionalism for Leadership Initiative. Tusculum has just begun to see the success of this Initiative and we know that the Initiative will have a great impact on our students and on the community for years to come.

Respectfully,



Rev. Ronda K. Gentry, Ph.D.
Director, Center for Civic Advancement

Professionalism for Leadership Initiative Grant Proposal
Niswonger Foundation
May 2016

Summary

This grant proposal respectfully seeks an additional three years of funding from the Niswonger Foundation to continue the implementation of the Professionalism for Leadership Initiative and to explore options for expansion.

Requested Funding

\$66,000 disbursed \$22,000 annually over three years (2016-2017, 2017-2018, and 2018-2019). A full budget is in the Budget Proposal section below.

Narrative

Building on the successes found in the 2015-2016 fiscal year, which saw the implementation of co-curricular programming along with the continuation of curricular programming, Tusculum seeks the continuation of the Professionalism for Leadership Initiative ensuring that all residential students are immersed in the Initiative through coursework, co-curricular activities, and encounters with faculty and staff offices. Currently the Initiative is housed in the Center for Civic Advancement (CCA), under the direction of Dr. Ronda Gentry. However, successful implementation of the Initiative has necessitated the cooperation and contributions of numerous departments. The departments, which have contributed to the success of the initiative to this point, include, along with others, the CCA, the Office of Student Affairs, the Career Services Office, the School of Arts and Sciences, the School of Nursing and Health Sciences, the School of Business, and the School of Education. The cooperation and contributions amongst these departments has allowed for initial successes.

As the Initiative moves into the next three-year implementation and development cycle, the goals are: to continue strategies from the first year of implementation with incoming students, provide returning students with opportunities to learn professional skills; provide students with opportunities to put professional skills into practice; ensure that faculty and staff practices emphasize students' use of professional skills; and explore possibilities for growth of the Initiative into other aspects of the College.

Goal 1: Provide students with opportunities to learn professional skills – This goal addresses the need to ensure that students are equipped with both hard and soft skills, which will develop them professionally. Examples of hard skills include: resumé/CV/portfolio preparation, effective written and verbal communication, appropriate dress, etc. Examples of soft skills include: appropriate social skills (e.g. manners, eye contact while talking to someone, holding appropriate

conversations while at networking events), cultural and situational awareness (e.g. understanding the cultural context of a professional situation, respecting other's opinions even if they differ from your own, understanding that people come from different social and cultural contexts and using that awareness appropriately in conversation), development of networking skills, goal setting etc. To reach this goal, Tusculum expects to host a variety of events designed to enable students to learn professional skills. Examples of these events include:

- ❖ Resumé and cover letter writing workshops: These are designed to be both within a student's coursework and as co-curricular activities.
- ❖ Developing an elevator speech workshop: This workshop is designed to assist students in the development of their professional 30-second elevator speech.
- ❖ "What Not to Wear" event: An interactive event designed to help students understand appropriate dress for interviews and professional events.
- ❖ "Speed Networking" event: An event designed to teach students how to network when at business events.
- ❖ Etiquette Dinners: These dinners are led by a local etiquette expert and teach students dining etiquette for the business world.
- ❖ Road Map to Success: This written goal map for students, which is designed to help students learn to set and reach goals academically and professionally.

To ensure this goal is met, the following assessment measures will be used:

- ❖ Number of student participants at each event.
 - 2016-2017: Minimum of 15 students at each event
 - 2017-2018: Minimum of 20 students at each event
 - 2018-2019: Minimum of 25 students at each event
- ❖ Number of events which qualify as an Arts and Lecture event. Arts and Lecture are a series of events, which are designed to enrich the educational experiences of Tusculum students. A certain number of Arts and Lecture are required for graduation.
 - 2016-2017: 2 events
 - 2017-2018: 3 events
 - 2018-2019: 4 events
- ❖ Percentage of residential students who are involved in the Professionalism Initiative either through coursework or co-curricular activities.
 - 2016-2017: 75% of residential students
 - 2017-2018: 80% of residential students
 - 2018-2019: 85% of residential students

- ❖ Percentage of survey respondents, on the annual Student Satisfaction Survey, who indicate that they have held at least one conversation with a person of a different cultural or social context from their own.
 - 2016-2017: Determine a baseline percentage
 - 2017-2018: 10% above the 2016-2017 baseline
 - 2018-2019: 15% above the 2016-2017 baseline
- ❖ Percentage of first-year students who complete a “Roadmap to Success” and declare a major within the first 8 weeks of matriculation.
 - 2016-2017: 85% of first-year students
 - 2017-2018: 90% of first-year students
 - 2018-2019: 95% of first-year students

Goal 2: Provide students with opportunities to put their professional skills into practice - This goal addresses the need for students to practice their professional skills prior to graduation. Students will be encouraged to participate in college sponsored events as well as design additional professional events which utilize their professional skills. Examples of such events include:

- ❖ Increased number of students who complete the Pioneer Certified program, an elite program which certifies students’ acquisition of professional skills to enter graduate school or the work-force.
- ❖ Career fairs where students explore internships and/or employment post-graduation.
- ❖ Opportunities to travel to state and national organizational meetings such as the Tennessee Student Legislature, National Bonner Leader Institute, and discipline-specific student professional associations.
- ❖ Social/ business networking event for graduating students.
- ❖ Planning Tusculum’s Brown Bag Lunch Series, an educational series for non-profits and small businesses, a joint effort between the CCA and the School of Business.
- ❖ Hosting regional gatherings for student organizations. (E.g. A regional gathering of Bonner Leader programs within a two-hour drive of Tusculum.)

To ensure this goal is met, the following assessment measures will be used:

- ❖ Increase, from 2015-2016, in the number of students who are Pioneer Certified.
 - 2016-2017: Increase of 50%
 - 2017-2018: Increase of 60%
 - 2018-2019: Increase of 70%

- ❖ Increase, from 2015-2016, in the number of students traveling to organizational meetings.
 - 2016-2017: Increase of 5%
 - 2017-2018: Increase of 10%
 - 2018-2019: Increase of 15%
- ❖ Number of professional events planned by students.
 - 2016-2017: 3 events
 - 2017-2018: 4 events
 - 2018-2019: 5 events
- ❖ Number of professional events, hosted by Tusculum, for students, which require professional skills for attendance.
 - 2016-2017: 5 events
 - 2017-2018: 8 events
 - 2018-2019: 10 events

Goal 3: Ensure that faculty and staff practices emphasize students' use of professional skills - It has been observed in 2015-2016 that students act in a professional manner when expected to do so by faculty and staff. Faculty and staff will continue to expect professional behavior from students as this has a positive impact on Tusculum College and on the students as they move towards a professional life post-graduation. The following are examples of how an increased professional environment will be created on campus:

- ❖ Expectation that students, faculty, and staff will communicate via the Tusculum email system.
- ❖ Faculty and staff led trainings where best professional practices for working with students are shared.
- ❖ Consultant led trainings to increase knowledge of best professional practices of faculty and staff.

To ensure this goal is met, the following assessment measures will be used:

- ❖ Percentage of faculty and staff offices which require students to communicate via the Tusculum email system.
 - 2016-2017: 90% of faculty and staff offices
 - 2017-2018: 95% of faculty and staff offices
 - 2018-2019: 100% of faculty and staff offices

- ❖ Number of faculty and staff led trainings.
 - 2016-2017: 2 trainings
 - 2017-2018: 4 trainings
 - 2018-2019: 6 trainings
- ❖ Number of other trainings on campus led by outside individuals.
 - 2016-2017: 1 training
 - 2017-2018: 2 trainings
 - 2018-2019: 3 trainings

Goal 4: Explore possibilities for growth of the Initiative into other aspects of the College - This goal recognizes that the Professionalism Initiative, while reaching numerous students, has room to expand. However, expansion must be considered carefully so as to have the greatest impact while effectively stewarding the use of College and Grant resources. Examples of areas for exploration of expansion include:

- ❖ Discipline-specific professional practices.
- ❖ Programming specifically for Graduate and Professional Studies (GPS) students.
- ❖ Programming which exposes students to professional practices in cultures outside the United States.

To ensure this goal is met, the following assessment will be used:

- ❖ At least one new avenue of expansion will be explored, and if feasible, developed by the Professionalism Committee each year for the next three years. This will be accomplished through the use of:
 - Surveys
 - Focus groups
 - Task forces (when needed)

Budget Proposal

| Line Item | 2016-2017 | 2017-2018 | 2018-2019 |
|-------------------------|-----------|-----------|-----------|
| Salary - Stipend | \$2,500 | \$2,500 | \$2,500 |
| Meals and Entertainment | \$7,500 | \$7,500 | \$7,500 |
| Student/Staff Travel | \$2,000 | \$2,000 | \$2,000 |
| Consultants | \$3,500 | \$3,500 | \$3,500 |
| Contract Services | \$2,500 | \$2,500 | \$2,500 |
| Honorariums | \$4,000 | \$4,000 | \$4,000 |
| Totals | \$22,000 | \$22,000 | \$22,000 |

Salary: Stipend will be provided to the person who is administering the Professionalism Initiative (Director of the Center for Civic Advancement or the Coordinator of the Center for Civic Advancement).

Meals and Entertainment: Funding for etiquette dinners, student professional events, and events hosted by the College.

Student and Staff Travel: Travel stipends for students who are attending regional and national conferences and gatherings.

Consultants: Allows Tusculum to bring outside experts to campus to train faculty and staff in best professional practices.

Contract Services: Provides funding for aspects of professionalism events outside of food.

Honorariums: Allows Tusculum to compensate individuals who will lead professionalism events for students.

Matching Funds from Tusculum

As an indicator of Tusculum's commitment to the continued success of the Professionalism for Leadership Initiative, the College will dedicate the following resources as a match to this proposed grant.

| Resource | 2016-2017 | 2017-2018 | 2018-2019 |
|---|-----------------|-----------------|-----------------|
| Director, Center for Civic Advancement 10% | \$5,290 | \$5,290 | \$5,290 |
| Coordinator, Center for Civic Advancement 20% | \$5,750 | \$5,750 | \$5,750 |
| Director of Career Services 10% | \$5,176 | \$5,176 | \$5,176 |
| Salary and Benefits (1) 1% | \$4,505 | \$4,505 | \$4,505 |
| Salary and Benefits (2) 2% | \$4,623 | \$4,623 | \$4,623 |
| Salary and Benefits (3) 1% | \$3,968 | \$3,968 | \$3,968 |
| Surveys | \$300 | \$300 | \$300 |
| Marketing Materials | \$500 | \$500 | \$500 |
| Space, Utilities, and Technology | \$1,200 | \$1,200 | \$1,200 |
| Supplies | \$150 | \$150 | \$150 |
| Total | \$31,461 | \$31,461 | \$31,461 |

Director, Center for Civic Advancement: The Director will dedicate 10% of her job responsibilities to the Professionalism for Leadership Initiative through program creation and implementation as well as direct supervision of other staff involved in the initiative.

Coordinator, Center for Civic Advancement: The Coordinator will dedicate 20% of her job responsibilities to the Professionalism for Leadership Initiative through program through program development and implementation.

Director of Career Services: The Director of Career services will dedicate 10% of her job responsibilities to the fulfillment of the programs outlined in this proposal as well as to the development of corresponding programs.

Salary and Benefits (1): The CFO, Associate Vice President for Academic Affairs Student Success and Engagement, Director of Institutional Research, and Controller will support the Initiative through supplying reports and information, assisting with assessment measures, providing budget tracking, and other support as needed. This support is expected to require approximately 1% of these individuals' time.

Salary and Benefits (2): The offices of Academic Advising, Student Affairs, Student Support Services, and TRIO will support the Initiative by assisting with programs associated with the Initiative, garnering student participation, and training faculty and staff as needed. Participation in the Professionalism Initiative is expected to require 2% of these individuals' time.

Salary and Benefits (3): The Deans of the Schools of Arts and Sciences, Business and Technology, Nursing, Health, and Human Sciences, and Education will support the initiative by encouraging faculty participation, garnering student participation, and working with CCA staff to develop new Professionalism programs as needed. This support is expected to require approximately 1% of each individual's time.

Surveys: This amount covers the printing and administration of post-event surveys given throughout the grant period.

Marketing Materials: This amount covers the design and printing of flyers, brochures, and other marketing materials, which will be used to inform the Tusculum community of the Initiative and its associated events and programs.

Space, Utilities, and Technology: This amount covers the costs associated with the physical location of the Professionalism Initiative.

Supplies: This amount includes paper, toner, and other office supplies needed for the Initiative.