



---

# Summary of Activities 2017 - 2018 Fiscal Year

---

Dr. Glenda Glover, President  
July 31, 2018



THINK.

WORK.

SERVE.

# **CONTENT**

- 4 A LETTER FROM PRESIDENT GLENDA GLOVER**
- 5 DIVISION OF ACADEMIC AFFAIRS**
- 10 DIVISION OF ENROLLMENT MANAGEMENT**
- 12 DIVISION OF BUSINESS AND FINANCE**
- 16 DIVISION OF STUDENT AFFAIRS**
- 19 DIVISION OF RESEARCH AND INSTITUTIONAL  
ADVANCEMENT**
- 20 EMERGENCY MANAGEMENT AND AUXILIARY  
SERVICES**
- 22 UNIVERSITY COUNSEL AND LEGISLATIVE LIAISON**
- 23 UNIVERSITY PUBLIC RELATIONS &  
COMMUNICATIONS**
- 25 UNIVERSITY ATHLETICS**

# A LETTER FROM PRESIDENT GLENDA GLOVER



Dear TSU Family:

It is with an enormous sense of pride that we continue to serve our students and honor our commitment to advance the mission of Tennessee State University. I offer my heartfelt gratitude to you for your support, and applaud your efforts as you assist us in promoting and advancing TSU.

It is my pleasure to report on the activities and accomplishments of TSU during the fiscal year ended June 30, 2018. I recognize that these achievements were made possible by the hard work of many as we explored the endless possibilities of our university and worked to ensure our future. This report highlights the achievements of the students, faculty and staff, and it underscores the need for us to continue to serve the local, national, and international communities.

I remain honored to lead this great institution and sincerely appreciate your continued interest and your support of TSU. Thank you for your generosity and your commitment to student success.

Best wishes to each of you.

Sincerely,

A handwritten signature in blue ink that reads "Glenda Baskin Glover". The signature is fluid and cursive.

Glenda Baskin Glover  
President

# DIVISION OF ACADEMIC AFFAIRS

The [Division of Academic Affairs](#) is comprised of the eight colleges below, and also includes the School of Graduate and Professional Studies, the Division of International Studies, and the Division of Libraries and Media Centers. The colleges are:

- **COLLEGE OF AGRICULTURE**
- **COLLEGE OF BUSINESS**
- **COLLEGE OF EDUCATION**
- **COLLEGE OF ENGINEERING**
- **COLLEGE OF HEALTH SCIENCES**
- **COLLEGE OF LIBERAL ARTS**
- **COLLEGE OF LIFE AND PHYSICAL SCIENCES**
- **COLLEGE OF PUBLIC SERVICE**

- Continued its focus on student retention and graduation, ensuring that members of the faculty employ the initiatives that will assist students with retention and completion.
- Analyzed and evaluated the basic institutional processes to ensure that students were receiving quality instruction, tutoring, and cross disciplinary training.
- Increased faculty salaries to allow the university to become more competitive, as well as promote the retention of qualified faculty.
- Increased online education, distance learning courses and programs, and increased the number of certificate programs. Began the process of revamping the Graduate School to improve admissions and applications processing by employing the appropriate information technology, and implementing an advanced processing system.
- Tennessee State University is among three historically black institutions that have created a consortium focused on faculty development. The consortium on Transformative Teaching Practices for 21st Century Career Pathways is made up of TSU, Morgan State University and Norfolk State University. It was made possible through a \$1.2 million grant from the UNCF. Known as the C3 Cluster, the three state institutions serve approximately 20,000 students and are uniquely positioned to collaborate on work that will have a direct impact on over 1,000 faculty members among the three campuses.

- Enhanced the cooperative extension program, to make it the largest among HBCUs.
- In concert with the Division of Administration, Academic Affairs ensured that Title III Progress Reports pertaining to funded projects were timely and representative.
- In concert with the Division of Administration, Academic Affairs enhanced the **Completion Committee Agenda** with the following retention initiatives:
  - Block Scheduling — students work together in cohorts within their chosen major.
  - Coaching — identifies challenges and connects students to academic and other student support resources that will lead to academic and career success; focuses also on the personal relationship created between the student and the coach.
  - Consortium Advisors — ensure that students remain on their degree track. Advisors review the students' records for potential academic challenges.
  - Advisor Track — expanded advising to record all aspects of student advising in the student file including bursar, financial aid, career center, counseling center, etc.
  - Tiger Alert — is an early alert system to monitor students with potential academic difficulties.
  - Degree Maps — provides a semester by semester “map” or rubric to each student on the requirements needed to obtain a degree in their major from inception to completion; and notifies students when they are off track.
  - Degree Works — is degree audit software for the student based on his or her major; Allows students to go into their file and see where they are at any point in the progression process.
  - Access — includes proximity readers that are placed in General Education classrooms.
  - Academically Speaking — assists faculty in improving their oral English pedagogy skills.

## **ACCOMPLISHMENTS WITHIN THE VARIOUS COLLEGES**

### **COLLEGE OF AGRICULTURE**

- Tennessee State University has partnered with Motlow State Community College to offer a Bachelor of Science degree in agricultural sciences in Fayetteville, Tennessee. Under the “2 + 2” program, participants receive an associate degree at Motlow, then have the option of obtaining a bachelor’s degree in agricultural sciences from TSU, taking courses at the Motlow campus. Facilitated by Dr. Sharon Peters, Executive Director of Community College Initiatives, TSU professors teach in a combination of ways that include traveling to Fayetteville and providing instruction remotely.

- The College received the TSU Board of Trustees' approval to begin feasibility analysis of two new master's degree programs, Environmental Science and Food and Animal Science.
- The College launched a major hemp research initiative in collaboration with Tennessee's Department of Agriculture, hosting a workshop attended by 100 participants.
- The New Farmer Academy has continued to grow as individuals interested in farming receive hands on assistance.
- The College was awarded \$450,000 from USDA for food safety research to pursue an integrated approach to mitigate antimicrobial resistance in cattle and poultry, and help establish stewardship programs for small and medium-sized ranchers.

## **COLLEGE OF BUSINESS**

- The College of Business launched the Executive Master of Business Administration (EMBA) last year, and is graduating the first EMBA class. The program is taught by senior-level business executives, is designed to accommodate the needs of busy professionals by offering classes over a 12-month period, one weekend per month, and augmented with online instruction.
- Participants in the EMBA program visited Japan and interacted with Japanese executives and discussed trade policies. This global immersion component of the program provided the students with real-world experience of international culture and business operations.
- Accounting students in the College partnered with the United Way of Metro Nashville to administer the Volunteer Income Tax Assistance program (VITA), an IRS initiative to offer free tax preparation services for low to middle-income individuals.

## **COLLEGE OF EDUCATION**

- TSU was one of four institutions in the state to receive a Tennessee Innovation in Preparation award (TIP), from the Tennessee Department of Education. It is designed to support an increase in the development of a diverse educator workforce, assist in the production of educators in high-demand licensure areas, and promote collaboration to improve educator preparation in literacy. Dr. Clara Young, Dr. Nicole Arrighi, and Dr. Kisha Bryan wrote the winning proposal for TSU.
- Ms. Abhilasha "Abhi" Vishwanath, a psychology student athlete in tennis, won the University's Top Honors at the annual convocation in March 2018. She is the recipient of the McDonald Williams Senior Scholarship Award.

## COLLEGE OF ENGINEERING

- The College of Engineering offered a STEM camp on drones for high school students. The initiative is part of a one-week, pre-college program at TSU that seeks to encourage high school students to consider STEM careers.
- Dr. S. Keith Hargrove, Dean of the College of Engineering, received the Ivory Dome Award at the 14th Annual Information Technology Senior Management Forum (ITSMF) Technology Achievement Awards Ceremony.
- The College received the HBCU Digest Award for BEST STEM Program last year.
- The Computer Science Department is beginning the “4+1” degree program, where students can earn a bachelor and a master’s degree in computer science.

## COLLEGE OF HEALTH SCIENCES

- The College of Health Sciences continued to participate in health and wellness events to assist the community and to underscore the need for health awareness. The College participated in the Community Health and Wellness Fair at TSU. The Fair is a partnership between TSU, the DP Thomas Foundation for Obesity, Vanderbilt University Medical Center’s HIV Vaccine Program, and the Turnip Truck. Attendees received massages, chiropractic care, dental screenings, HIV testing and other health screenings.
- The Master of Public Health academic program received SACSCOC approval to offer an online delivery of its program.

## COLLEGE OF LIBERAL ARTS

- TSU’s Aristocrat of Bands received top honors in the HBCU Digest Awards; The AOB performed at the Honda Battle of the Bands Invitational Showcase.
- The College hosted the Pi Kappa Delta National Forensics Tournament. Nearly 90 schools with 1,500 competitors participated in the event. It was the first time in almost two decades that an HBCU hosted the tournament.
- The students—Zaya Moutou and Caleb Triplett—were selected to participate in the 105 Voices MLK50 Legacy Choir during the 50th Anniversary Commemoration of Dr. King’s Death in April 2018. Mr. Patrick Dailey, TSU Instructor, performed with the Legacy Choir.
- Students from the Department of Communications won 2nd Place in the 2018 TN Associated Press College Awards for “Online Sports Coverage/Program” and “TV News Story.” Students Je’Lenah Ashmore and Karesse Clemons, were selected from over 300 entries for the award.

- The Languages, Literature, and Philosophy Department and Southern Word hosted the “I Want to Write Poetry” Conference and Festival in April 2018.
- Dr. Tameka Winston, TSU Interim Chair of the Department of Communications, was selected to participate in the Millennial Leadership Institute, which recognizes and prepares young professionals for executive leadership in higher education.
- The Forensics Team won the Tennessee Intercollegiate Forensics Association (TIFA) State Tournament, where the students garnered 51 awards.

## **COLLEGE OF LIFE AND PHYSICAL SCIENCES**

- Tennessee State University students spent three weeks in China participating in an international research project. Shaniqua Jones, Christine Mba and Whitney Nicole Russell, all senior STEM majors, researched the “Development of Next Generation Biomaterials for Dental Bone Reconstruction/ Regeneration.” The students are part of the Tennessee Louis Stokes Alliance for Minority Participation program at TSU.
- Dr. Hugh Fentress in the Department of Biological Sciences was selected to be a part of the Michigan State University Council of Diversity and Community Speaker Series. It brings together distinguished speakers from various STEM disciplines to share their professional experiences.

## **COLLEGE OF PUBLIC SERVICE**

- The College of Public Service continued the Command College which primarily serves the leadership team at the Tennessee Department of Corrections (TDOC), the Tennessee Bureau of Investigations (TBI), the Department of Human Resources (DOHR), and Finance and Administration (F&A). The Command College operates in three different locations, namely west Tennessee, middle Tennessee, and east Tennessee.
- The College maintains a wide reaching internship and field placement program in which 100% of undergraduate social work students, and 75% of the undergraduate urban studies students serve at nonprofits and government agencies across Middle Tennessee. This year, 45 students logged 11,000 hours of placement at these agencies which range from the ACLU to the Tennessee Mental Health Association to the Center on Aging Research and Education Services.
- The accreditation of the Master of Social Work program was reaffirmed by the Council on Social Work Education (CSWE). The reaffirmation of the program extends through 2025. The Bachelor of Science in Social Work has fulfilled all requirements for its CSWE reaffirmation which extends through 2023.

# DIVISION OF ENROLLMENT MANAGEMENT

The Division of Enrollment Management is comprised of the following units:

- **ADMISSIONS**
- **RECRUITMENT**
- **FINANCIAL AID**
- **FIRST YEAR STUDENTS**
- **TESTING**
- **RECORDS**
- **TRIO**
- **SUCCESS CENTER**

- The University responded to several faculty concerns and continued the process of admitting students with higher GPA and ACT scores, thereby increasing their opportunity to complete their academic study in a timely manner.
- Students admitted based on the new admissions standards which require a 2.50 GPA and 19 on the ACT resulted in the average GPA of 3.06 in 2017 as opposed to 2.80 in 2016, and an average ACT score of 19 in 2017 as opposed to 18.6 in 2016.
- Continued the new tuition discount rate for out of state students who live within a 250 mile radius of Nashville. These students receive a savings of over \$4,100 per semester. Instead of paying tuition of \$6,678 per semester, students pay \$2,555 per semester. This discount rate applies to students from major metropolitan areas including Atlanta, Birmingham, Cincinnati, Huntsville, Indianapolis, St. Louis, Louisville and other cities in Kentucky.
- Continued the Scholar Rate (requiring 3.0 GPA and 21 ACT), and the Scholar Rate Plus (requiring 3.3 GPA and 25 ACT).
- Students are allowed to earn additional credits in mini semesters such as Extreme Spring Break which is no cost to students with a 3.0 GPA; Maymester which is no cost to students with a 2.5 GPA; and Sunational Summer which also could possibly be no cost to the students depending on GPA and other factors.

- Increased our focus on retention and completion for both graduate and undergraduate students.
- The revised recruitment plan includes recruiting academically talented students throughout the state of Tennessee, and in major metropolitan markets. These new practices have improved processes and recruitment outcomes.
- Implemented a system to track the students' academic progress.
- Expanded recruitment to include online enrollment, and employed internet marketing strategies such as social media, content marketing, and search engine optimization.
- Engaged in an extensive campaign to increase enrollment of talented students by contacting those students with a 3.0 or higher who have been accepted to TSU, and encouraged them to attend TSU.
- Engaged in an extensive campaign to contact current students who have not registered for the fall 2018.
- Enhanced the student support services in the areas of advising and tutoring.
- Enhanced the partnership between Enrollment Management and Academic Affairs.
- Increased student research in refereed publications and professional presentations.
- Provided funding for student scholarships and other student needs.



# DIVISION OF BUSINESS AND FINANCE

The [Division of Business and Finance](#) acts as the steward of the university's fiscal and physical resources. The division ensures TSU remains in sound financial condition and is in compliance with university, federal, state and local regulations, as well as generally accepted accounting procedures. It is comprised of the following units:

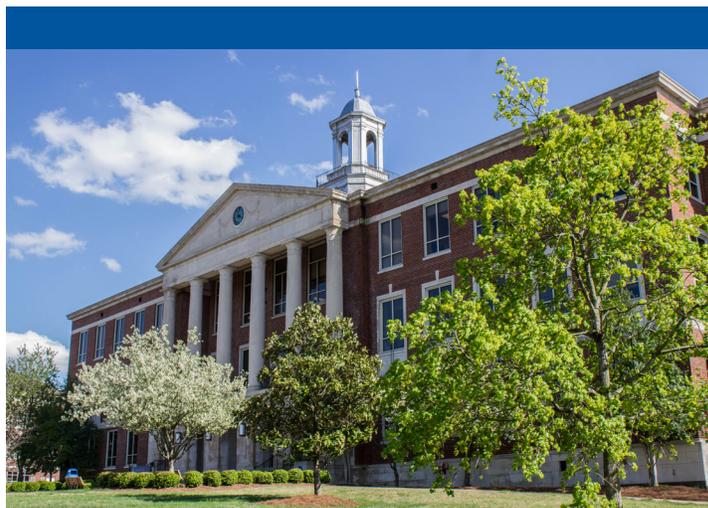
- **ACCOUNTING AND PAYROLL**
- **FINANCIAL SERVICES**
- **FACILITIES MANAGEMENT**
- **PROCUREMENT**
- **HUMAN RESOURCES**
- **OFFICE OF EQUITY AND INCLUSION**
- **TSU POLICE DEPARTMENT**

- Completed the TBR Procurement Severance process with the Tennessee Higher Education Commission (THEC).
- Completed the first Title VI and Title IX Compliance Reports and Implementation Plans for the University following severance from the Tennessee Board of Regents.
- Conducted in-person training for employees and students.
- Conducted the third thirty-hour Management Leadership Training Program from January through April, with a total of twenty-three graduates.
- Began an update of People Admin to Module 7.0, to include electronic PARFs, customized formatting and workflows, and a consolidation of forms.
- Began implementation of Banner Document Management Service (BDMS) in Accounting and Payroll.
- Created Global Spreadsheet templates for financial statements and notes to the financial statements that interface with Banner to increase efficiency and accuracy of financial statement preparation.

- Began the process of developing a five year fiscal plan to help ensure that financial stability and sustainability are maintained.
- Continued the budget hearings whereby department chairs and directors present budget requests with the appropriate justification.
- Presented the budget to the House and Senate and obtained their approval.
- The following construction projects have been completed:
  - Resurfaced Alameda Street.
  - Repaired roofs on Gentry Center, Eppse Hall, McCord Hall, and Kean Hall.
  - Continued with property additions including purchasing the property on 33rd Avenue and 38th Avenue.
  - Completed HVAC upgrades in Humphries Hall.
  - Completed flooring renovations in 13 apartments in Ford Complex.
  - Upgraded study lounges in high-rise residence halls.
  - Replaced water main servicing Power Plant.
  - Replaced water main servicing LRC.
  - Replaced ruptured hot water holding tank at Wilson Hall.
  - Replaced heat exchanger at Kean Hall.
  - Completed Lab Renovations at Ferrell Westbrook building.
  - Received authorization from Metro to close 37th Street and John L Driver Blvd.
  - Completed key renovations in dining facilities in both faculty/staff dining, student dining facility, and dining in Rudolph Hall.
  - Completed the enhancements to the food court including vegan foods and other healthy foods.
- Additional construction and planning:
  - Completed the design of the Health Sciences Building.
  - Selected the designer for the two New Residence Halls.
  - Initiated the design initiated for Gateway Arch Project.

- Requested and received a funding allocation for \$6.2 million for capital maintenance for academic buildings on campus, and programmed the associated capital projects.
  - Began an assessment of each building to better plan for ongoing maintenance issues.
  - Received \$6.4 million under a 1-to-1 land grant match ratio, but TSU continues to seek a 3-to-1 ratio on the match.
- Other:
- Increased the number of reserved parking spaces on campus.
  - Restructured the Department of Facilities Management.
  - Appointed an individual to be specifically responsible for maintenance of student housing; considerable work was performed during Spring Break.
  - Entered into external contracts to catch up on maintenance repairs around the campus.
  - Designated building managers for each campus structure to facilitate work orders being completed in a timely manner.
- Tennessee State University Police Department (TSUPD)
- Continued to improve campus safety and security, which has resulted in an overall reduction in crime on campus, including a decline in weapons and drugs.
  - Installed cameras throughout the exterior of the main campus, the downtown campus, and in the parking areas.
  - Increased police visibility by hiring more police officers and security officers.
  - Continued to control access to the campus (the fence is approximately 98% complete).
  - Began implementation of the plan to control access to campus buildings through the use of the swipe system with the ID cards.
  - Began the planning to install panic buttons on cell phones.
  - Established zones for each shift assuring a minimum of four (4) police officers working at all times on Sunday – Tuesday, and at minimum of five (5) on Wednesday– Saturday.
  - Enhanced the University’s Risk Management Committee which was established to identify, evaluate and manage the university’s risk and to recommend measures to minimize the university’s exposure to risk and liability.
  - Reorganized the Police Department using the Accountability Driven Leadership Model, which places emphasis on accountability through the ranks.

- Integrated a new Computer Aided Dispatch System for the efficient tracking of all calls for service.
- Integrated new wireless headsets and software for the Communication Section, which greatly improves the two way communication between the dispatchers and the officers.
- Continued to reduce the overall crime on campus.
- Increased the availability of Professional Development for all Police Department Personnel. Reduced the number of reported assault offenses on campus by 18.75% over last year, robberies by 50.0% , burglaries by 62.5%, and drug/narcotic offenses by 9.76%.
- Progressed with Tennessee Association of Chiefs of Police accreditation process with the addition of the Power DMS Software with an anticipated mock inspection by year 2020.
- Sworn personnel have participated in an array of specialized training, to include; New Supervisor training; De-Escalation training; Rape Aggression Defense training; Active Shooter Response training; Clery and Campus Police.
- Strengthened the Compliance and Accreditation unit through the continued reorganization of the department and meeting police standards. Hired an actual TACP (Tennessee Association of Chiefs of Police) Assessor who will play in integral role in our accreditation process.
- Purchased a system for the digital recording of Incident Reports, which allows the department to easily transmit important police data directly to the others TSU departments that require this information.
- Continued our partnership and mentoring of the newly implemented Student Tiger Patrol Unit and its role in making our campus safe.
- Continued overhauling of our Police Fleet has been a tremendous contribution to our ability to effectively patrol the TSU infrastructures, both the Main and Downtown campuses.



# DIVISION OF STUDENT AFFAIRS

The *Division of Student Affairs* is comprised of the following units:

- **OFFICE OF STUDENT ACTIVITIES**
- **CAREER DEVELOPMENT CENTER**
- **COUNSELING CENTER**
- **WELLNESS CENTER/INTRAMURALS**
- **STUDENT HEALTH SERVICES**
- **CAMPUS CENTER/RECREATION**
- **RESIDENCE LIFE AND HOUSING**
- **WOMEN'S CENTER**
- **MEN'S CENTER**
- **OFFICE OF STUDENT CONDUCT AND JUDICIAL AFFAIRS**
- **MEN'S RETENTION INITIATIVE**

- Created Student Learning Communities (both residential and non-residential) designed around evidence-based best practices that may include cohorts, block scheduling, intentionally connected courses, peer mentoring, and structured learning supports (e.g., tutoring and Supplemental Instruction).
- Improved placement rates in high-demand, highly-skilled, highly-paid jobs and the most competitive graduate and professional schools across the nation and around the world; also number of students getting into graduate school.
- Enhanced and decentralized the advising models using predictive analytics, tracking, and other advanced technologies.
- Enhanced the wrap-around services to meet student needs including counselling, housing and disability services.

- For the first time in 5 years all nine NPHC Greek organizations are active and in good standing on campus.
- Created the Men's Empowerment Zone in Boyd Hall to provide support services to assist males in their professional, academic and personal development.
- Installed new furniture in the Campus Center to increase student engagement and enhanced programming; focused on the repairs, renovations, and maintenance work; and completed work orders in the residence halls, including some major repairs, new lounges, computer rooms, new furniture, and laundry rooms.
- Established the Department of Student Health and Well-being to provide coordinated care for students needing physical, mental health; and to provide care services to assist students facing housing and food insecurity.
- Established a partnership with Nashville General Hospital to provide primary care and urgent care services to TSU students.
- Increased the number of distinguished speakers who visited TSU including Beverly Smith, the National President of Delta Sigma Theta; The Honorable Keisha Lance Bottoms, Mayor of the City of Atlanta; Dr. Eric Thomas, a world renowned American motivational speaker; and Ms. April Ryan, White House Correspondent and journalist.
- Launched "Leadership TSU" a new, premier leadership model for students on campus.
- In partnership with the organization Suit Up, hosted two College Suit-Up Events with JC Penney in Rivergate Mall to provide an exclusive shopping experience for all attendants; implemented the Dress for Success initiative for students.
- Focused on the repairs, renovations, and maintenance work in the residence halls; completed the work orders regarding new lounges, computer rooms, new furniture, and laundry rooms.
- Increased the number of corporations visiting TSU and expanded the number of students receiving internships or permanent placements.
- Worked collaboratively with Enterprise Systems to increase the number of students receiving permanent opportunities in business, computer science and other STEM areas.
- Enhanced career skills by working with Academic Affairs to co-lead the UNCF Career Pathways grant. The TSU cluster won an award for work with Norfolk State University and Morgan State University.
- The Collegiate Police Academy graduated another cohort and won the HBCU Digest Award for Best Student Organization.
- Collaborated with internal and external constituents to implement initiatives for LGBTQ students.
- Established a call center to improve customer service during peak times.

- TSU Intramural Football was runner-up in the NIRSA (National Intramural and Recreational Sports Association) Regional Football Tournament at Middle Tennessee State University. This is the first year TSU Intramural Football has participated in tournament.
- Coordinated the first ever visit from Apple which also produced the highest attended information session this year of almost 200 students.
- Hosted eight (8) Corporate Days/Visits with major companies – Apple, Amazon, Bank of America, Fifth Third Bank, JB Hunt, Lockheed Martin, Microsoft and Rolls Royce.
- Successfully transitioned to a new career management platform (Handshake) which has produced a high percentage of employer engagement (671%) and student engagement (228%).
- Highlighted students with high GPAs by featuring them at Homecoming, President’s Reception and other events.



# DIVISION OF RESEARCH AND INSTITUTIONAL ADVANCEMENT

The Division of Research and Institutional Advancement is comprised of the following units:

- **RESEARCH AND SPONSORED PROGRAMS**
- **INSTITUTIONAL ADVANCEMENT**
- **ALUMNI RELATIONS & ANNUAL GIVING**
- **TENNESSEE STATE UNIVERSITY FOUNDATION**

- Commenced the silent phase of a multi-year comprehensive campaign.
- Restructured the Division of Research and Institutional Advancement to ensure that it had the professional capacity to be successful in a comprehensive campaign.
- Research funding for grants and contracts with the federal government improved to \$52 million, up from \$46 million prior year.
- Established relationships with first time contributors to the university, as over 1,500 was received or pledged in this category.
- Increased our efforts to recruit more alumni contributors and introduced a new alumni giving and operating model that included the TSU Foundation as the initial recipient of the funds.
- Launched a successful faculty development program to support faculty research and scholarly endeavors.
- Advanced the Cumberland Shores Project by completing the feasibility study, completed the master use plan, and secured the master developer. This project was placed in the capital spending budget for the city of Nashville, and we have attracted our first tenant.
- Secured a \$450,000 planning grant from USDA to support the Cumberland Shores Project.
- Continued to seek financial support from both alumni and corporations. Contributions for the year was \$3.6 million, an increase of 16 % over last year.
- Initiated online and text giving platforms.
- Set up 6 new endowed and 20 restricted scholarship funds.
- More than \$2 million in scholarships was provided to students.

# DIVISION OF EMERGENCY MANAGEMENT AND AUXILIARY SERVICES

The Division of Emergency Management and Auxiliary Services is comprised of the following units:

- **EMERGENCY MANAGEMENT**
- **AUXILIARY SERVICES** (BOOKSTORE, DINING SERVICES, POST OFFICE VENDING, ETC.)
- **EVENTS MANAGEMENT AND CONFERENCE SERVICES**
- **DISABILITIES SERVICES**
- **IDENTIFICATION AND ACCESS OFFICE**
- **ONE STOP SERVICES**
- **PARKING AND TRAFFIC SERVICES**

## AUXILIARY SERVICES

- Performed enhancements of the images in the food court.
- Enhanced the Vegan food options on campus.
- Opened a grill concept in Rudolph Residence Hall.
- Initiated the enhancements to the One Stop Center to include additional areas.
- Started renovation of the Xerox Center to improve the business image and added new equipment for the Xerox Center to expand our capability on campus.
- Implemented a campus wide print management system to better manage print costs and services on campus.

## EMERGENCY MANAGEMENT

- Ensured that TSU has an enhanced Emergency Operations Plan that include preparedness relating to fire and evacuation, active threat, severe weather, disaster preparedness, and other emergencies.
- Conducted exercises and drills, along with Threat Hazards Identification and Risk Assessment.
- Signed State Memorandum of Agreement with all state schools.
- TSU was recertified as a Storm Ready institution.
- Created the Campus Emergency Operation Center.
- Worked with Academic Affairs to produce a Continuity of Operation Plan for Academic Affairs.
- Hosted Department of Homeland Security Funded Courses, including Hazardous Weather Preparedness for Campuses, Enhanced Sports and Special Events Incident Management, and Campus Emergencies, Prevention, Response, and Recovery.

## OTHER SERVICES

- Developed and implemented Classroom Accommodation Plan (CAP) which serves as academic trackers to keep the department abreast of the students and accommodation needs in their courses.
- Implemented university issued badge verification at certain locations on campus with the use of Pocketracker, and upgraded the ID/Access Center hardware.
- Installed cameras and wireless access control readers at various campus locations.



# UNIVERSITY COUNSEL AND LEGISLATIVE LIAISON

The Office of University Counsel is responsible for advising the President, Board of Trustees, Senior Leadership Team, and other authorized University personnel on matters affecting the University's legal interests. The University Counsel acts as the legislative liaison for the institution, tracking legislative matters, proposing and commenting on legislation, and interfacing with legislators and governmental officials on legislation.

- Negotiated numerous critically important and impactful agreements, including an MOU with Meharry, Hampton University and other HBCUs to increase the number of African American physicians by creating a Bachelor of Science/Doctor of Medicine Program, and an MOU between TSU, the University of Memphis, and other institutions to create a research investment fund that would increase each institution's research capability and build on existing research infrastructure.
- Drafted additional policies and procedures for the Board of Trustees.
- Ensured that TSU remained abreast of the current bills in the legislature, as well as the state legislative agenda;
- Worked in conjunction with MTSU to successfully enact legislation providing more flexibility for TSU and MTSU to host events on their respective campuses; and worked to defeat legislation that operated to impact the authority of the governing boards to operate their respective institutions.
- Worked with Business and Finance to secure TSU's severance from the TBR on the procurement function.
- Hosted meetings with the other University Counsels in an ongoing effort to share information, develop best practices, and review legislation .
- Worked with outside state and federal agencies on matters affecting the institution.
- Worked with the President's office in identifying and selecting the next Student Trustee to serve on the Board of Trustees.
- Worked with Academic Affairs to ensure Board of Trustees policies comply with accreditation governance standards.



# UNIVERSITY PUBLIC RELATIONS & COMMUNICATIONS

The Division of University Public Relations and Communications enhances and protects TSU's institutional reputation, advances and strengthens the university's brand, encourages community engagement, and reinforces the university's relevance in the lives of key target audiences. The division is comprised of three integral areas that report to the Office of Public Relations:

- **CREATIVE SERVICES**
- **MEDIA RELATIONS**
- **PUBLICATIONS**

## PUBLIC RELATIONS

- University Public Relations spearheaded the TSU Hero's Reception for TSU alumnus James Shaw, Jr. and established a scholarship fund in his honor. Donations help deserving students at TSU with 90 hours or more that are candidates for graduation. Additionally, this division partnered with Shaw to host a luncheon for the families of the victims injured or killed in the Waffle House Shooting.
- The campus received state-wide coverage for the MLK 50th Assassination Anniversary observance held on campus.
- Continued to focus on expanding the TSU brand with marketing in two major theater houses that included 240 screens in 12 markets across Tennessee, the Southeastern Region, and municipalities within 250-mile radius to the university. (Regal Cinema and Carmike theaters).
- Partnered with the College of Business to launch an extensive campaign for the university's Executive MBA program. (Digital Marketing- The Tennessean).
- Created three 15 second videos and animations to market the university on various digital platforms for the EMBA program and general recruitment, including Facebook, and search engines Bing and Yahoo. (Television- Television and Radio Spots- (30 second and 15 Second spots: WSMV 4, WTVF 5, Fox 17, WQQK).
- Increased the presence to potential students by joining the SCHOOLD Mobile Application.
- Coordinated national and international media coverage for the Coach Ed Temple Memorial Service.

- Coordinated national and state exposure for STEM partnership with the Tom Joyner Foundation.
- Coordinated TSU alumna selected as the ABC “Person of the Week” during homecoming with the story airing during ABC World News with David Muir.
- TSU Night with the Nashville Sounds was largest collegiate night of all invited institutions.
- TSU Day at the Capital was largest presence at Legislative Plaza of state institutions.
- Continued marketing and advertising: TN Tribune, The Pride (Multi-Cultural Media), Special Marketing- College Guide, Tri State Defender, HBCU Digest, and Event advertisements.
- Continued marketing with Nashville International Airport, Opry Mills, Outfront Media and Southern Billboards.

## **MEDIA RELATIONS AND MEDIA COVERAGE**

- Within the last year, the Office of Media Relations has increased the number of press releases sent to the media on a weekly basis by at least 2. The office was averaging about 2 releases a week, but that number is now 4, bringing the monthly average to around 16 releases.
- As it pertains to news coverage, more stories are being published by local outlets and the Black press. TSU has consistently been in the national news. For example, in the month of May, 11 stories were picked up locally and by the Black press, compared to 9 nationally. In the month of June, 7 stories were picked up locally and 13 by the Black press, compared to 2 nationally. The increased numbers in those areas are due in part to increased number of press releases being sent out.
- There has been an increase in the number of subject-matter experts used by the media, and the University constantly seeks to increase the professional faculty who serve as experts.
- Continued to enhance TSU’s national and international reputation through implementing positive communications and marketing protocols that helped the university garner national rankings in 2017 at #4 among Best Value Colleges by Smart Asset; #4 of the 100 Top Affordable Colleges among HBCUs and 66 Nationally by Best Value Schools; #5 among Best Online Colleges in Tennessee in the Guide to Online Colleges in Tennessee; #6 among Top 10 Dental Hygiene Programs by Schools.com; #7 among Most Affordable Online Colleges for RN to MSN Programs by Online University.

# UNIVERSITY ATHLETICS

## SPORTS TEAM'S SUPERLATIVES FOR 2017-18

### ACADEMICS

- 10 Athletes earned the OVC Academic Medal of Honor (4.0 GPA for the year)
- Overall GPA for the Fall was a 3.04
- 138 athletes achieved academic honors
- All teams met the NCAA ACADEMIC Progress Rate mandate of 930 with TSU being the only HBCU that has never receive any penalties from the NCAA.
- TSU also had the most improved scores in the OVC.

### MEN'S BASKETBALL

- Christian Mekowulu named Defensive Player of the Year in OVC
- Mekowulu named All OVC 2nd Team
- Mekowulu named on National All-District

### WOMEN'S BASKETBALL

- Tia Wooten named First Team All-OVC
- Taylor Roberts named OVC All-Newcomer Team
- Tia Wooten- Boxtorow All-America First Team
- Taylor Roberts- Boxtorow All- America 2nd Team
- Tia Wooten- TSU Female Athlete of the Year



## **FOOTBALL**

- Lane Clark & Vincent Sellers named All-Americans
- Eight players named to All-Conference Team

## **WOMEN'S TRACK**

- Angel Horton named OVC Indoor Freshman of the Year
- 10 Medalists in Indoor Championship
- 14 Medalist in Outdoor Championship
- Four athletes made the NCAA Regionals

## **MEN'S TRACK**

- R'Lazon Brumfield named Indoor Freshman of the Year
- Brumfield also named Co-Athlete of the Championship. Won the long jump and the triple jump
- Eight medals captured in the Indoor and 12 in the Outdoor Championship
- Two athletes made the NCAA Regionals

## **WOMEN'S TENNIS**

- HBCU National Tournament Champions

## **MEN'S TENNIS**

- 4th in HBCU National Tournament

## **FACILITY IMPROVEMENT**

- Branding added in Hankal Hall and Gentry Center
- Women's Basketball locker room project completed

# COMMUNITY SERVICE/LEADERSHIP INITIATIVES

- Over 32 community service projects accomplished by athletes and staff-persons
- OVC Leadership Workshops for Students and for Staff by Dr. Becky Bedics
- Staff Leadership Retreat by Dr. Monique Smith
- Implementation of NCAA Board of Governors Sexual Violence Policy

# SPONSORSHIP REPORT

- Revenue increased by 22%
- Game guarantees exceeded \$1.2 mil

