

## *Renaissance* of Knoxville College Campaign

By launching and completing a successful three-year 10 million dollar comprehensive campaign, the College will be positioned better to serve its students, the City of Knoxville and the state of Tennessee.

### Funds allocated will:

- Strengthen Academic & Work Programs
- Improve Personnel and other operations
- Increase Scholarships
- Establish new 21st century programs
- Enhance capital improvements



Students on the campus of  
Knoxville College

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**Six Strategic  
Initiatives for  
Knoxville  
College:  
2010—2015  
The Pathway  
Ahead**



*The Knoxville  
College  
Renaissance:  
Securing the  
Next 136 Years*

*Let There Be Light*

**Tel: (865) 524-6511**

## ***Strategic Initiative #1: Regain Accreditation***

### **A. Apply for accreditation to ACICS within the 2011-2012 period**

Knoxville College (KC) lost its accreditation in 1998 with the accrediting agency SACS due to fiscal instability. Since that time, significant progress has been made to strengthen those individual areas, which will enable the College to reapply for accreditation with the Accrediting Council of Independent Colleges and Schools (ACICS). We anticipate a preliminary visit from ACICS by the end of 2011.

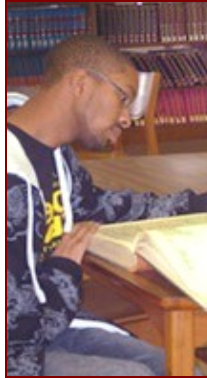
## ***Strategic Initiative#2: Achieve Fiscal Stability: Launch and Conduct a Successful Three-year Fundraising Initiative: the “Renaissance of KC”***

- A. Establish Fiscal Stability**
- B. Establish an Office of Institutional Advancement**
- C. Increase the number of alumni donors and average gift per donor to the national average**

To improve KC's fiscal stability, the College will launch a three-year \$10 million comprehensive-capital campaign through new and strengthened relationships with all constituent groups and stakeholders by developing an effective donor stewardship program and by restoring confidence in our capacity to meet expectations of the 21st century.

The percentage of locatable KC Alumni donating to the College is significantly less than the national average. By establishing a modern Office of Institutional Advancement and galvanizing the base, KC will be able to increase the number of donors and increase the average gift size.

## ***Strategic Initiative#3: Develop Academic Program Distinctiveness***



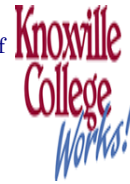
- A. Enhance Math and Science Programs**
- B. Produce Teachers of Math and Science**
- C. Strengthen Work Program**

To become a 21st century college, we plan to focus on preparing students for careers in the STEM areas: science, technology, engineering and math; and careers as K-12 Math and Science Teachers.

Over the past decade, KC became a Work College. As such, the college works with local and national busi-

nesses to develop internships, externships and in-service learning opportunities that benefit both the student and partnering organizations. Funds generated from the Work Program strengthen the College's financial position and help students pay the cost of attending college.

The College Station/Pilot, LLC, is an affiliate of Knoxville College and the Pilot Corporation. These partnerships provide educational and career preparation opportunities allowing students to gain the experience to be successful in the modern world of work.



## ***Strategic Initiative #4: Develop a Department of Enrollment Management***

### **A. Expand KC's reach and service area**

Through international and domestic recruitment initiatives, KC will expand its student pools and increase diversity.

### **B. Increase student enrollment**

Utilize alumni chapters, college fairs and international and domestic connections to recruit students.

## ***Strategic Initiative #5: Develop A Quality Student- Centered Living and Learning Environment***

**A. Upgrade Facilities** Proposals will be sent to various foundations seeking financial support to fund upgrades. Student housing, science and administration buildings and faculty residences will continue to be high priorities.

**B. Enhance Technology** The campus will submit proposals to technology companies requesting new and upgraded generations of products currently in use. Wireless zones will be expanded and the website upgraded.

**C. Enhanced Student Support and Student Life Programs** The campus is in need of experienced student affairs officials to develop new student support programs.

## ***Strategic Initiative #6 Establish New Relationships and Strengthen Former Relationships Among Key Constituents***

**A. Establish new relationships with Knoxville and State officials; and strengthen relationships among all key constituent groups**

The **Renaissance of KC** campaign is the theme adopted to establish a new beginning for this 136-year old historic College. To improve fiscal stability, the Board and College officials must forge new relationships and strengthen former partnerships nationwide with: 1) alumni worldwide; 2) city, county and state officials and 3) non-profits, religious organizations and businesses; articulating and emphasizing new directions for the College.