

## **2019-2020: Business Media Center**

### **Definition of Unit**

**Progress:**

Ongoing

**Providing Department:**

Business Media Center

**Department/Unit Contact:**

Kevin Liska

**Mission/Vision Statement:**

The mission of TTU iCube is to advance collaborative solutions for business, community and economic development.

The vision of TTU iCube is to be a place where students and faculty IMAGINE, INSPIRE, & INNOVATE.

### **iCube Mission and Vision**

**Progress:**

Ongoing

**Providing Department:**

Business Media Center

**Department/Unit Contact:**

TTU iCube/ Kevin Liska

**Mission/Vision Statement:**

The BusinessMedia Center has been changed to: TTU iCube

The mission of TTU iCube is to advance collaborative solutions for business, community and economic development.

The vision of TTU iCube is to be a place where students and faculty IMAGINE, INSPIRE, & INNOVATE.

## **Goal 1: Enhance Student Learning**

### **Define Goal:**

1. Enhance student learning

### **Intended Outcomes / Objectives:**

Offer 10 student internships using \$25,000 in resources from external sources in traffic safety, health visualization and marketing. Provide 5 ongoing educational workshops for student interns in emerging technology areas.

## **Goal 2: Communicate with students**

### **Define Goal:**

Communicate with students

### **Intended Outcomes / Objectives:**

Showcase the benefits of participating in internships and the opportunities to participate in the Center's funded internships.

## **Goal 3: Showcase**

### **Define Goal:**

3. Showcase student technology accomplishments with university and external stakeholders through over 100 Tennessee press releases featuring Center programs or personnel.

### **Intended Outcomes / Objectives:**

3. Showcase student technology accomplishments with university and external stakeholders through over 100 press releases featuring Center programs or personnel. Publicity will come from funded projects at iCube.

## **Goal 4: Ongoing Research**

### **Define Goal:**

4. Meet and exceed expectations of ongoing research projects.

### **Intended Outcomes / Objectives:**

Continue the development of strong relationships that open doors for students and result in significant university spin-off benefits.

## **Goal 5 - Secure Funding**

### **Define Goal:**

5. Cultivate funding sources and secure funding at a target level of \$1,000,000.

### **Intended Outcomes / Objectives:**

To allow students continual exposure to emerging business technologies and showcase TTU as a leader in business technology and student involvement. Secure over 3 major research grants or \$1,000,000 in funded grant projects as the target.

## **Goal 5- Secure Funding**

### **Define Goal:**

5. Cultivate funding sources and secure funding at a target level of \$1,500,000.

### **Intended Outcomes / Objectives:**

To allow students continual exposure to emerging business technologies and showcase TTU as a leader in business technology and student involvement. Secure over 3 major research grants or \$1,500,000 in funded grant projects as the target.

## **Goal 6: Support COB**

### **Define Goal:**

6. Support COB marketing efforts

**Intended Outcomes / Objectives:**

Implement two marketing initiatives that feature current Center technologies learned from funded projects with external stakeholders. Work on leveraging healthcare MBA .

**Goal 7: Enhance TTU**

**Define Goal:**

7. Enhance Tennessee Tech University image

**Intended Outcomes / Objectives:**

Continue to work on statewide campaigns in public policy area.

**Goal 8: Strengthen Personnel**

**Define Goal:**

8. Strengthen TTU iCube personnel

**Intended Outcomes / Objectives:**

Encouraging 100% of full time employees to participate in career enhancing activities such as conferences, seminars and industry events.

**Accomplishment Report**

**Goal/ Outcome/ Objective:**

Goal 1: Enhance student learning

**Type of Tool:**

Annual Unit Report

**Frequency of Assessment:**

Annual

**Assessment: Accomplishment Report**

**Goal/ Outcome/ Objective:**

Goals 1-8

**Type of Tool:**

National Accrediting Agency Requirements and Standards

**Frequency of Assessment:**

Annual

**Rationale:**

Accomplishment Report (1) provide reports on center activity, which allows for the office to track (2) targets for the \$10,000 internships, (3) 200 press releases, (4) three funded research grant projects, (6) five marketing initiatives, (7) TTU Image, (8) personnel career enhancement activities.

**Assessment: Internship Website**

**Goal/ Outcome/ Objective:**

1, 2, 3

**Type of Tool:**

National Accrediting Agency Requirements and Standards

**Frequency of Assessment:**

Annual

**Rationale:**

- Internship Website (1) provides comprehensive information on events and communication with students, <http://www.cobstudentsuccess.com/> (2) Success is defined as having strong communication with students, and to provide multiple students can become aware of opportunities. (3) <http://www.ttuinternships.com> Events and communication activities are tracked and sustained in this office. The Center is responsible for collection, tabulation, disaggregation, and dissemination of all assessment results. A presentation is made to the Dean and other stakeholders that he determines should be involved. Goals, assessments, and data analysis is discussed and adjustments are made for future opportunities.

**Assessment: Press Release Database System**

**Goal/ Outcome/ Objective:**

1,2

**Type of Tool:**

National Accrediting Agency Requirements and Standards

**Frequency of Assessment:**

Annual

**Rationale:**

- Press Release Database System (1) provides comprehensive information on events and accomplishments of the center. (2) Success is defined as having accomplishments in various media, and building awareness of TTU. (3)The Center is responsible for collection, tabulation, dis aggregation, and dissemination of all assessment results. A presentation is made to the Dean and other stakeholders that he determines should be involved. Goals, assessments, and data analysis is discussed and adjustments are made for future opportunities.

**Assessment: Web Site Posting****Goal/ Outcome/ Objective:**

1, 2, 3, 4

**Type of Tool:**

National Accrediting Agency Requirements and Standards

**Frequency of Assessment:**

Annual

**Rationale:**

- Web Site Posting (1) provide reports on student activity, which allow for the office to track (2) targets for the \$10,000 internships, (3) student internship opportunities, (4) and 2 statewide marketing campaigns. <http://tntrafficsafety.org/> <http://www.rodpc.org/> <http://www.reducetncrashes.org/> <http://www.ttuleaders.com> <http://www.ttuhive.org> <http://www.ready2teach.org> <http://www.ttubusiness.com>

**Internship Website****Goal/ Outcome/ Objective:**

Goal 1: Enhance student learning

**Type of Tool:**

Annual Unit Report

**Frequency of Assessment:**

ongoing

## Results: Communicate

### Results:

Goal 2 has been achieved

- Focused COB interns by developing and funding a internship website [www.ttuinterns.com](http://www.ttuinterns.com) which was promoted at the COB Fall annual meeting . (Enrollment)

## Results: Enhance TTU

### Results:

- Goal 7 has been achieved. \
- Tennessee Aquarium. TTU's iCube developed a unique partnership with the Tennessee Aquarium, allowing us to collaborate with their staff to develop several projects. Our most recent creation was the game River Ecosystem Conservation. Virtual reality technology and a team representing over 8 different fields of study combined to construct a truly immersive educational experience, allowing students the ability to witness first-hand effects of pollution on the condition of life within a stream once it has been affected by an event, such as being contaminated by runoff from a nearby construction site. Currently viewable on the Oculus Rift, the "swimmer" can jump out of the stream to discover what caused the deterioration of the indicator species now floating on top of the water, and choose to implement change to correct the issues and bring them back to life. Upon returning to the water, the student can observe the positive, negative, or neutral effect their choice made to the underwater ecosystem, allowing them to comprehend the importance of conservation efforts. This partnership has also resulted in the world's first "tweeting eel," a display for the aquarium designed to send messages to Twitter whenever their electric eel emits a certain voltage, combining electrical engineering and business communication tools to give the eel a voice through social media. Other projects involving iCube student interns and staff include the High-Tech Animal Tracker program using beacon technology, and the award-winning Aquarium marketing app. Work has already begun on a new project using GIS mapping to identify and track endangered species of fish in the Aquarium watershed using an interactive mapping system to be used by TNACI, the Tennessee Aquarium Conservation Institute. [www.tnaqua.org/newsroom](http://www.tnaqua.org/newsroom) (Multidisciplinary)
  - University collaborative efforts included several new partnerships at TTU iCube with History, Art, Engineering, Nursing, Environmental Studies, Athletics and Computer Science. (Multidisciplinary)
  - Contributions to the STEM Center, producing Apps and participating in seminars and formal STEM grants. (Multidisciplinary)
  - Launched an Oculus Rift project for LIFT (Lightweight Innovations for Tomorrow), an innovative education and workforce development project targeted at middle school students to allow them to play a virtual reality game within a simulated car factory. Players will find that only by choosing lightweight manufacturing materials will their car operate at 100%, sparking

interest for young minds to join the nationwide initiative of reaching 55 miles per gallon by 2025. (Multidisciplinary)

- Developed an Oculus Rift project for the Traffic Safety Industry. The simulation demonstrates the amount of time it takes for a truck to stop after slamming on its breaks when compared to the average car, and another to display the proper way to pass one of these trucks safely by staying out of the “no zones.”

(Multidisciplinary)

- Implemented marketing for several innovative companies: Thermofield-harnessing the power of heat to fight cancer including developing a web site placing second in a regional venture capital competition; and ARRCO-- innovative air remanufacturing company. (Tech in Teaching)

## **Results: Goal 8- Personnel**

### **Results:**

Goal 8 has been achieved.

All full time employees participated in career enhancing activities either offered by Governor’s Highway Safety Office, TBR, or TTU during this year.

## **Results: Ongoing Research**

### **Results:**

Goal 4 has been achieved.

- Achieved goal by exceeding expectations of all ongoing research projects.

## **Results: Secure Funding**

### **Results:**

Goal 5 has been achieved.

- Governor’s Highway Safety Office. Continued strong business technology and research leadership implementing a comprehensive marketing campaign for the Governor’s Highway Safety Office with a \$428,000 grant funded by NHTSA ([www.TnTrafficSafety.org](http://www.TnTrafficSafety.org) ). Highlights in 2015 include implementing a statewide high school traffic safety awards program generating



participation from 136 schools responsible for driving over 376 traffic safety events in Tennessee [www.ReduceTNcrashes.org](http://www.ReduceTNcrashes.org), and the development of an innovative Teen Driver Alert Zone app summarizing 6 years of traffic crash data into heat maps marking the 5 most dangerous intersections in selected Tennessee cities. With \$142,068 in support from the Governor's Highway Safety Office, Ollie Otter's Seatbelt and Booster Seat Safety Program has now impacted over 700,000 children from 31,286 classrooms in schools representing all 95 counties. The innovative infrastructure of the website at [www.seatbeltvolunteer.org](http://www.seatbeltvolunteer.org) allowed the project logistics to run smoothly and effectively, and the program has been adopted in 7 other states. The GHSO project showcases Tennessee Tech to the state and national Traffic safety industry leaders including National Highway Traffic Safety Administration, The Governors Highway Safety Association, Tennessee Highway Patrol and Department of Safety, Training Officer's Association, Tennessee Traffic Records Committee, SADD Administrators, the Commissioner's Council on Injury Prevention, LEL regions and networks, and the Lifesavers Conference Committee. (Multidisciplinary)

- • Developed marketing and educational material for the Tennessee Trucking Foundation and Tennessee Highway Patrol to promote highway safety. (Multidisciplinary)
- • The Center participated in numerous TTU and community activities and responded to many requests for economic development assistance by various community leaders. (Multidisciplinary)
- • Center highlights include excelling in the implementation of a competitive RFP awarding total responsibility for marketing Tennessee Board of Regents – Regents Online Campus Collaborative (ROCC) campaign. The \$3,148,482 project (5 years) includes designing, developing, and implementing 18 innovative marketing tactics for use with all 56 institutions. Activities included statewide television advertising, CD-ROMs, DVD's, print, billboards, Internet, training, marketing analysis, marketing research, public relations, and more. Measurable results include impacting system- wide enrollments over 20,000 students and rebranding to TNeCampus. (Enrollment) [www.rodpc.org](http://www.rodpc.org)
  - TBR's Teacher Quality Initiative project involved designing and developing the statewide marketing web site for TBR's new Teacher Quality Project. Project expansion includes traditional marketing for TBR's "Ready-2-Teach" campaign. (Enrollment) [www.ready2teach.org](http://www.ready2teach.org)
  - The Center continued work on the TBR's Transfer Pathway project marketing and a Bill and Melinda Gates Foundation Grant with TBR to implement a system-wide student advising APP. (Enrollment)
  - Assisted TTU leaders in marketing Tennessee Automotive Academy - a 60 million dollar strategic initiative. (Multidisciplinary)

## **Results: Showcase**

### **Results:**

Goal 3 has been achieved

- Several hundred press releases are shown on [www.ollieotter.com](http://www.ollieotter.com) and through the search for Virtual Reality Conservation or Tennessee Tech Virtual Reality.

## **Results: Student Learning**

### **Results:**

Goal 1 has been achieved.

- Strengthened the COB BusinessMedia Center Internship Program by creating new student marketing and sponsoring 33 student interns exceeding \$10,000. [www.ttuinterns.com](http://www.ttuinterns.com) (Multidisciplinary)

### **Attachments:**

BusinessMedia Center Report

## **Results: Support COB**

### **Results:**

Goal 6 has been achieved

Designed and launched million dollar virtual reality center: TTU iCUBE- imagine, inspire, innovate, a virtual reality space opening tremendous new opportunities for interdisciplinary students to get involved in virtual reality technologies. [www.ttuicube.com](http://www.ttuicube.com) (Tech Infrastructure, Tech Service, Multidisciplinary, Physical Infrastructure)

- Focused COB branding by launching (and funding) digital signage, web site, and College of Business Magazine including iPad version. (Enrollment)
- Focused COB recruitment by developing and funding a recruitment coordinator. (Enrollment)
- Developed and negotiated TTU Electronic Wall project including the filming of TTU major information from the student perspective through senior class projects. (Enrollment)
- Developed and launched "Eagle Works Innovation & Entrepreneurship competition." Competing were 45 TTU students in 15 majors, divided in to 12 teams in 3 tracks all under one competition. Additionally, over 10 interns (and several employees) from the iCube were worked at the event to ensure its success (filming, audio/video, information technology and other support mechanisms) as well as pre-planning throughout both the Fall and Spring semesters. [www.ttueagleworks.com](http://www.ttueagleworks.com) (Multidisciplinary)
- Organized a trip for contestants of the Eagle Works Innovation & Entrepreneurship competition to Chattanooga, TN to tour the INCubator (the largest business incubator in the state of Tennessee and the 3rd largest in the country ) and meet with and interview real entrepreneurs who are currently residing in the incubator. This trip is intended to provide an opportunity for experiential learning to the

contestants. For more information, visit: [www.ttueagleworks.com/incubator-tour](http://www.ttueagleworks.com/incubator-tour) (Technology in Teaching)