

UNIVERSITY OF MICHIGAN-FLINT



# *PROJECT 2020*

REPOSITIONING UM-FLINT  
FOR THE NEXT 20 YEARS

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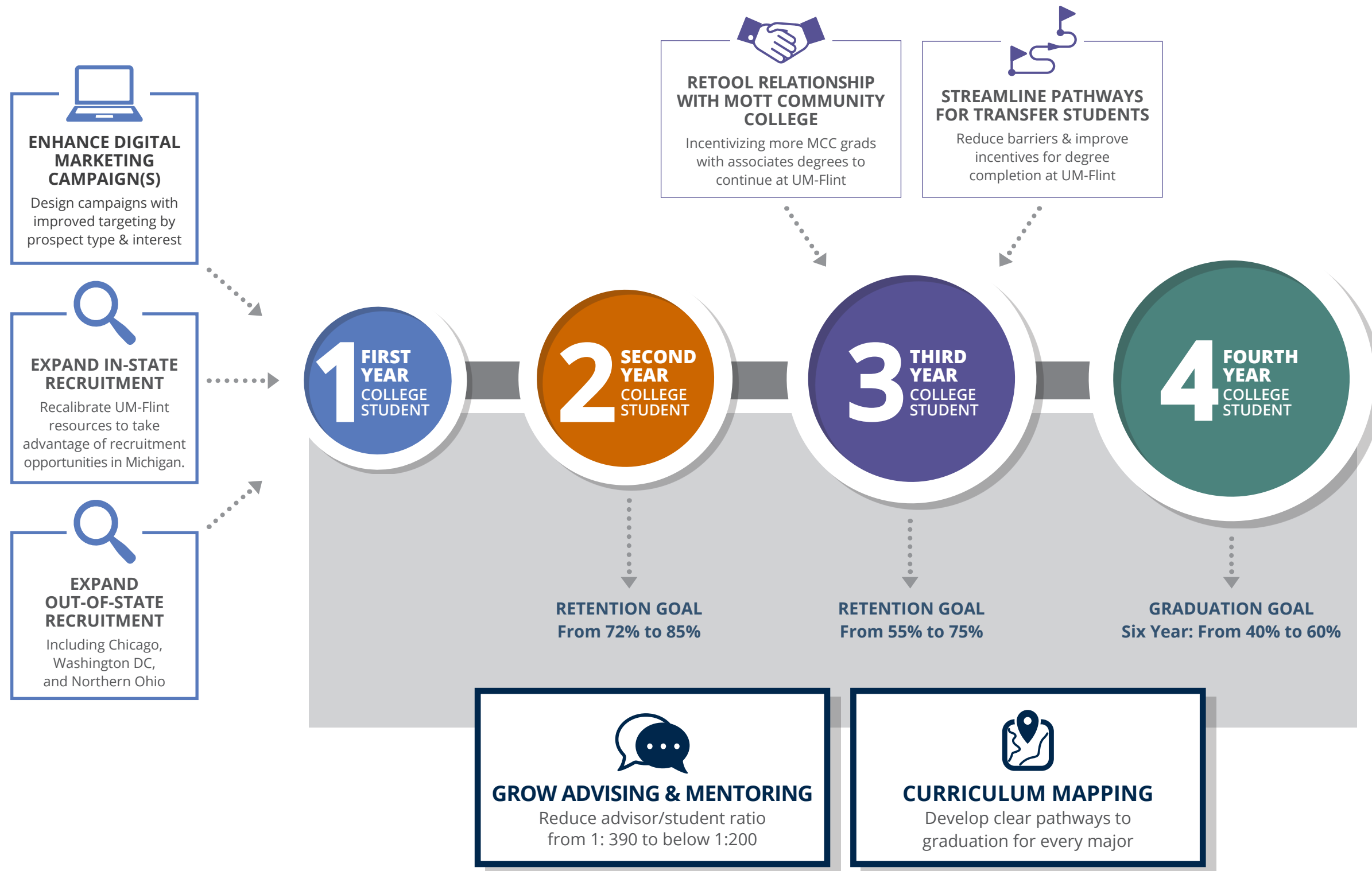
The 2017 campus strategic plan continues to guide the overall activities of the institution and the academic programs of the five schools and colleges. The continuous enrollment decline over the last five years presents significant financial challenges and if not addressed with urgency will hamper growth and quality of educational offerings further impacting enrollment and institutional capacity. With a relatively flat state appropriation, it is imperative that we grow annual enrollment since tuition is the primary source of revenue.

## SALIENT FEATURES OF PROJECT 2020 INCLUDE:

- ▶ increase recruitment, retention, and graduation (RRG) rates and grow total enrollment back to the predecline 2014 levels of 8,500.
- ▶ develop new programs, including a new School of Technology, aligned with market demands and job placements that will sustainably grow UM-Flint's enrollment to 10,000.

Project 2020 will be implemented over the next five years.

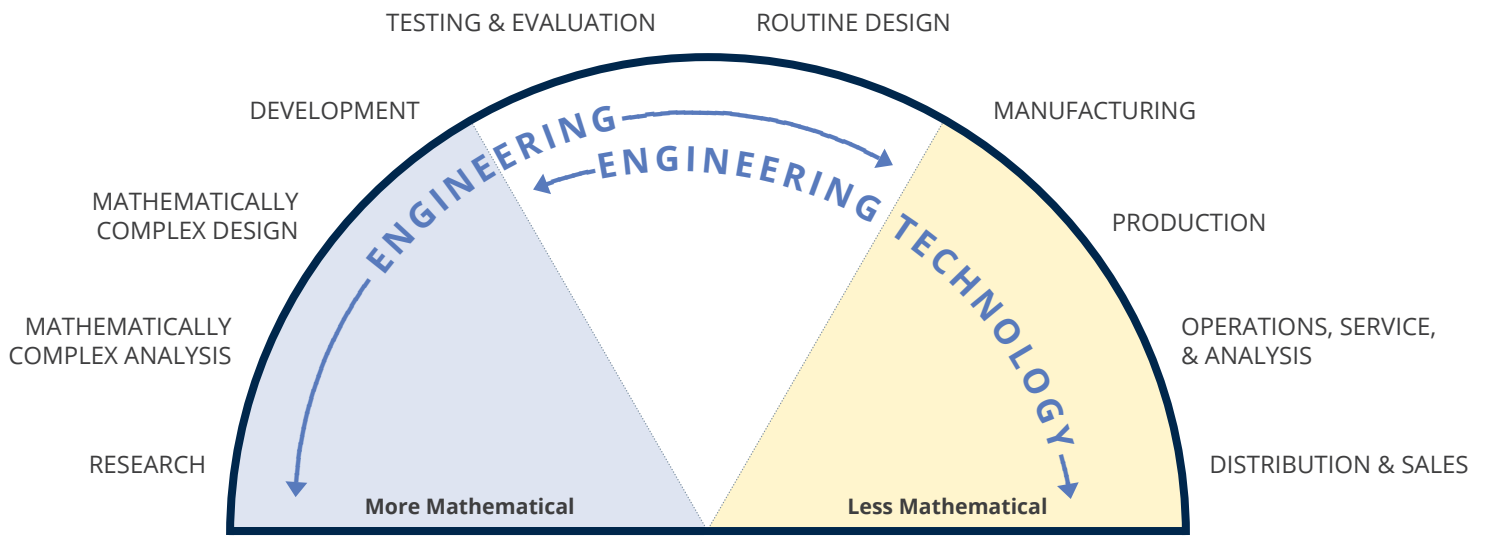
## RECRUITMENT & RETENTION INITIATIVES



# SCHOOL OF TECHNOLOGY

Technology is applied engineering. Colleges of Technology fill a gap in higher education that falls between vocational technical training offered by community colleges and the more theoretical Bachelor's degree programs in engineering and computer science. The 4-year Bachelor's degree technology graduates learn many of the same engineering and computer science fundamentals, but with less theory and more hands on approach. It fits the UM-Flint student profile better and will prepare them for jobs in automotive, manufacturing, AI, health care, aerospace, cyber security, and many other sectors of the economy.

## ENGINEERING VS. ENGINEERING TECHNOLOGY



(From Accreditation Board for Engineering and Technology)

<p><b>CONCEPT &amp; PROJECT SCOPING</b> FALL SEMESTER 2019</p>	<p><b>PROJECT PLANNING</b> WINTER AND SUMMER 2020</p>	<p><b>PROJECT DEVELOPMENT</b> FALL 2020 - SUMMER 2022</p>	<p><b>PRODUCT LAUNCH</b> FALL 2022</p>
 <ul style="list-style-type: none"> <li>• Regents and President</li> <li>• Industry leaders and Mott Foundation</li> <li>• Deans and faculty leadership</li> <li>• Dean of Technology, Purdue University</li> </ul>	 <ul style="list-style-type: none"> <li>• Develop proposal for School of Technology (March)</li> <li>• Faculty Council (May)</li> <li>• Mott Foundation proposal (May)</li> <li>• Budget and space planning</li> </ul>	 <ul style="list-style-type: none"> <li>• Recruit founding dean; core faculty</li> <li>• Curriculum development</li> <li>• Set up laboratories, capstone projects, industry internships, etc.</li> <li>• Program marketing and student recruitment</li> </ul>	 <ul style="list-style-type: none"> <li>• Enroll first cohort; marketing for next cohort</li> <li>• Expand industry base for internships and job placement</li> <li>• Faculty hiring and program expansion</li> <li>• Plan for new (School of Technology) building</li> </ul>