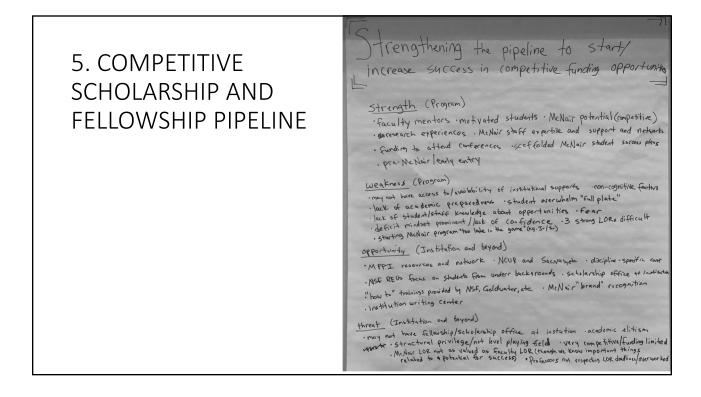
# 1 MARKETING, BRAN STRENGTHS - Existing website - Marketing campaign (Texas Tech) awareness! - campus-wide uisterv (Tech Announce) - Announcement@campus event (chapel) - Existing info. Video (communication) conf. research. grad - Communication Cept. resources - Press releases - meyor accomplishments (scholars./menters recruiting)	661NG, UPDATES Wealings - Tack of Visibility - room for misinforpretation (soc. - misrepresenting the program (cholosthip, pof degrees, roons;) - secunty - confidentiality (FERPA)	1. MARKETING
Opport unities - engaging campus diepts/collaborations Cutilizing closs campus advertising) - McNair alumni network as rescurse. - Social media. - Spearing/engaging w/ Congressional reps - National McNair website - Shanng wil academic stateholders (utility of program	Threats - Overexposure - Underexposure - Underexposure - Indecent exposure-open modul social mudua Leaves noom for	

Hengths eligibility (Neaknesses #3 14's possible! The populations (Neaknesses #3 Hard to early identify when students are unclear of log -term goals Lo could be premature	3. MCNAIR PIPELINE
about grogram/benefits "Timing= limited to culture are invested in "Engagement w/ male	1 OF 3 SLIDES
supporting student inservices Scholars (maybe) -> faculty survey (Informiliarity or assurption	
McNair Students & about what a PhD is for mentors can speak to nears. program benefits estudement of senior administration	
Grant mandale for specific Offer programs to partner	
Outoner Timing: Program bandwith "Timing: Program bandwith"	
Partnerships seen as thready partnership competition instead of additions pre-cellege organizations	
Family obligations & Community College marketings, TRIO-555	
expectations Deternomic Practicality GHAD by Justity? Partnerships, 110 - 555 Research symposiums on canone Serior administrators	

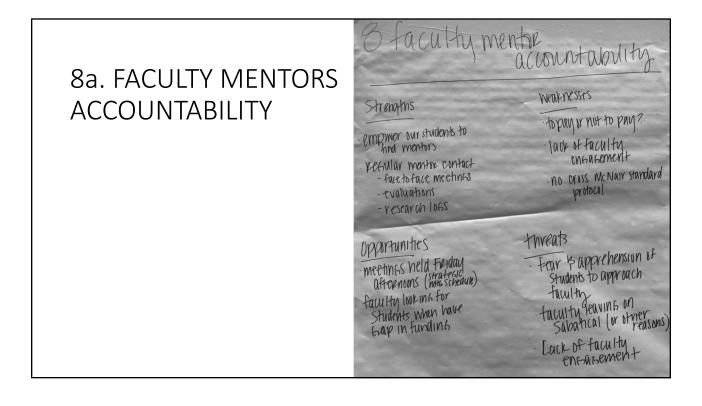
o Improving marketing materials, cop.
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do X # of presentations for X # of Communities	
o McNair Scholars have to make at leas, one referral -> incentivize, make like empl	3. Continued page 3
refferral programs? • Revisit grant & recruitment ideas than.	
· Partnerships w/ TR.10 programs Li Upword Bound, 555	
· Relationships w/ advisors to A reference L7 Faculty & advisor nomination forme	
o Improving marketing materials, cop. online & social media.	
Ly include info to demystify PhD Alumni & faculty panels	
o Partnerships w/ career center	

4 Strengths Data collection & the end of senior year to track studints. (Exit Interview) Social Media Word of Mouth APR Data Texting Studints	Weaknesses Non responsive/ Poor Responses from alumni No updated contact info for alumni HA umni Alumni Network	4. ALUMNI NETWORK
Ministry Andrewski and States and	Staff Turnover	

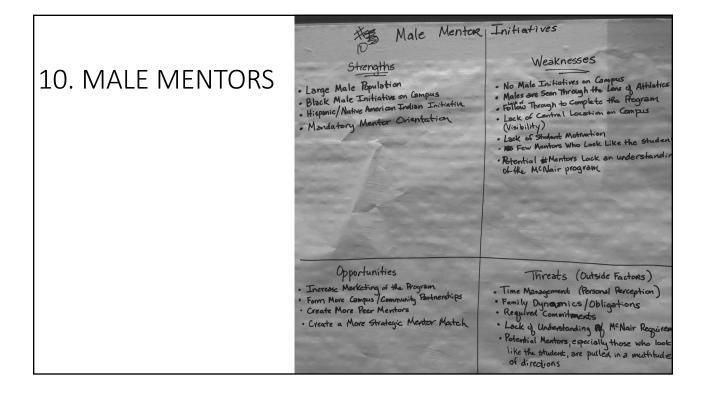


7. WELLNESS	Strengths • Mindfulness • time management • students become more Knowledgeable about methods + resources • awareness of prevelance of mental health issues	Weakness Skephicism Hime constraints • undergrads graduate + leave Wellins
	Opportunities · hearing from faculty · positruty · Can take learned wellness techniques into grad programs	Threats · Spot lighting difficulties students will encounter



Faculty Mentors 8b. FACULTY MENTORS Moony ownership from Students Mentoes desire to Pay I + Forward L , Not all Know how to be mute (Provide Training for Male Mundes Must do service the as: port of promotion / tenore Faculty automony (manage deliately Given letter for tenue File Reccommedations for scholars Faculty who fit our served population Adjunct Fa Recognition OF Mentors System pay policies Dealop support from Provost ? Dears Pay or Not Pay

- Ad - St - St - Haili Of - Haili - Haili - St - Haili - St - Haili - St - Haili - St - Haili - St - St - St - St - St - St - St - St	rudents mobilize and protest udents are powerhases we "safe speces" blas inty to recognize fair blas portunities student and the portunities of the state of the Maker state. Rewl to main specific connecting research to cial justice "e Staff and fawlty Who	HitEmboldened racists Hate toward black women Lock of clarity around todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants todants tod
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11. ALUMNI	School 1. STRENGTHS - Ease critical transition	Graduate Connections WEAKNESSES Wave it to individual stude No strategic plan - Resources vary - No national mensair & Directory - shared
	3. OPPORT UNITIES - McNair Fellowships - Employment - Support Network - Give back, pay it Forward - volunteer opportunities	4. THREATS - FERPA, Privacy, Info.S

	#12 MCNAIR		
	NATIONAL	ALLIANC	E
12. NATIONAL MCNAIR ALLIANCE	ACTION STEPS REGRONSI	NE REOVECES	Potential Barriers
	Norking Committee Communicatie Network		-Time -Volunteers -Distance -Turnaver
	Determine - vielosile Determine - videos Platform - ortides journal	COE Best Readice. MENdar Scholars.com	- # - technology
	Plan for - # of meet Productivity - SK-1pr	ings MMPFEdite day List serve	
	Advocacy -HEA	ne COE	- Fed. gov't - Local gov't

