

College of Arts & Media PLAN-ON-A-PAGE

UNIVERSITY
VISION



**“TO INSPIRE LEARNING AND CREATIVITY THAT IGNITES THE MIND,
NURTURES THE SPIRIT, AND FULFILLS THE PROMISE OF A BETTER FUTURE”**

OUR
MISSION

“To advance excellence, creativity, and integrity through arts and media”

OUR
VALUES

**ACADEMIC
& CREATIVE
EXCELLENCE**

**DIVERSE
& INCLUSIVE
PERSPECTIVES**

**GLOBAL
CITIZENSHIP**

**COLLABORATION
& DIALOGUE**

**COMMUNITY
ENGAGEMENT
& ENRICHMENT**

**SUSTAINABILITY
& INNOVATION**

OUR
PRIORITIES

STUDENTS

Offer quality relevant, innovative, and inclusive curricula in the arts and in media that prepare our students for their futures

TEAM

Empower and sustain faculty and staff in their continued development and scholarly/creative endeavors

COMMUNITY OUTREACH

Develop robust community relationships and provide quality arts and media programming for the university, region, state, and beyond

GROWTH & DEVELOPMENT

Maintain a college of excellence through strategic growth in enrollment and funding

OUR
INITIATIVES

**STUDENT
SUCCESS**

- Increase graduation rate while maintaining standards
- Develop End2End retention strategies specifically for students in arts and media
- Devise innovative degree programs and curricula, including online courses and programs, microcredentials and certificates, and collaborative opportunities
- Expand practice-based, experiential learning opportunities for our students
- Increase funding for student support, including travel and supplies

**STRATEGIC
GROWTH**

- Increase new student enrollment at the undergraduate and graduate levels while maintaining academic and artistic quality
- Increase the number of first-time, full-time freshmen in our programs
- Increase the number of out-of-state, metro, transfer, non-traditional, distance, international, and under-represented students in our programs
- Develop a targeted recruitment plan specific to the needs of arts and media programs

**EXEMPLARY
FACULTY & STAFF**

- Maintain and recruit exemplary faculty and staff
- Promote teamwork and interdisciplinary collegiality
- Provide opportunities for participation in professional development activities for faculty and staff
- Review criteria for faculty and staff evaluation in support of university's R2 status
- Increase financial support for research/creative activities

**PUBLIC
OUTREACH**

- Promote the social and economic value of the arts and media to the public
- Amplify public awareness of the quality, diversity, and frequency of our programming
- Build public awareness of faculty, staff, and student achievements
- Evaluate existing school and community outreach efforts and develop and/or refine as warranted
- Implement microcredentials and certificate programs in arts and media to reach the community, region, and state

**FINANCIAL
RESPONSIBILITY**

- Grow private donations to support scholarships, student travel, faculty/staff development, and faculty research/creative activities
- Increase resources for infrastructure maintenance and improvement
- Develop a maintenance, repair, and replacement plan for equipment
- Develop efficiencies in resource management

OUR
METRICS